OCTOBER - 1956

Electrical

In This Issue

SERVICE: **Next Major** Headache?

Apex offers you a Fall Special Spiral Dasher Wringer Washer



merce Tool

STEP-UP PLAI

this feature-packed step-up model-in glamorous

pastel pink or yellow-for still greater profits!

with smart black contrasting trim ADVERTISE

this full-profit model to bring customers in, build sales!

- Gleaming white porcelain finish
- Apex 2-vane Spiral Dasher
- Large capacity
- Oversize wringer
- Fast-action pump

Up-to-the-minute color styling in attractive pink or yellow

- Famous 3-vane Apex Spiral
- Large family-size capacity
- Automatic timer
- Apex-Lovell Safety Wringer
- "Jewel" chrome wringer hand feed rests



Get complete profit plan details today ... Contact your Apex distributor or write direct!

Model No. 1067-YP

Model No. 1067-PP

APEX ELECTRICAL MANUFACTURING COMPANY

1070 East 152nd Street . Cleveland 10, Ohio

YOUR NO. 1 SALES CLINCHER . Famous Apex Spiral Dasher with Jet

Washing Action and exclusive "SILK LINE"

Safe, gentle, thorough top-to-bottom cleansing!

Guarantees greater washer sales and profits!



Electrical Merchandising

McGRAW-HILL PUBLICATION

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BETTY FURNESS does

to introduce New 1957 Westinghouse



MIGHTY CLIMAX

of Westinghouse "Operation Landslide"

MIGHTY KICK-OFF

of Holiday Selling for New 1957 Westinghouse Laundry Equipment
Refrigerators • Ranges • Television and Radios • Portable Appliances!
See them now at your Westinghouse Distributor

an ALL-NIGHT STAND

Refrigerators · Ranges · Freezers



It's Broadcasting's biggest night of the year! Millions of Americans across the land await the Election results! And in this one dramatic evening, Betty Furness delivers more Westinghouse demonstrations than in a whole month of Westinghouse "Studio One"... giving new 1957 Westinghouse appliances the most exciting World Premiere any line ever had.

WATCH WESTINGHOUSE WHERE BIG THINGS ARE HAPPENING FOR YOU!

Ask your RCA Victor distributor about NEW 48-page book of tested techniques that shows you

HOW TO MAKE BIG MONEY WITH RCA VICTOR BIG COLOR TV!



time to sell RCA Victor BIG COLOR TV

SECTION 8 HOW TO SELL RCA VICTOR BIG COLOR TV Pages 12-41

Who your BIG COLOR TV prospects are and how

The best ways to display RCA Victor BIG COLOR TV —as proved by actual dealer practice

Pointers on how to conduct BIG COLOR TV home.

A detailed description of merchandising methods used by successful RCA Victor BIG COLOR TV

Bules Promotion Support Pages 36-39 Available RCA Victor BIG COLOR TV asles pro-

motion items are shown, listed by form or

notions Pages 40-41

A file of the most effective BIG COLOR TV promotions used today by RCA Victor dealers.

How RCA, RCA Victor and NBC-TV contin

Do you know how one dealer SOLD 6 out of 10 first-time Color TV viewers?

PAGE 25 TELLS YOU

Do you know how to get other people to work for you, scouting out red-hot leads?

PAGE 30 TELLS YOU

Do you know how one group of dealers sold more Color TV in two weeks than they had in the previous 41/2 months?..

PAGE 25 TELLS YOU

GUIDE for selling Color TV. In page after information-packed page, RCA Victor tells you how to crack the mass market for Big Color TV. There's com-

HERE IS THE LATEST AUTHORITATIVE

plete coverage on product, price, and programs. There's special advice on customer contact, how to display, how to

demonstrate. You get rules for proper sales promotion.

Take advantage of this special offer -available only to RCA Victor's own dealers. Now you can make big profits on Big Color TV with showroom-tested, dealer-approved methods! Remember -this is your year for Big Color.

RESERVE YOUR COPY! WRITE. WIRE OR PHONE YOUR RCAVICTOR DISTRIBUTOR NOW



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

| Business Quick-Check | Latest Month | Preceding Month | Year Ago | SO | YEAR FAR s '55) |
|---|-----------------|--------------------|-------------|-------|-----------------------|
| SALES, factory, applradio-TV index (1947-'49 = 10 | 0) 128 | 157 | 127 | 0.3% | UP |
| DEBT consumers owe to applradio-TV dlrs. (\$million | s) 279 | 275 | 281 | 1.5% | DOWN |
| FAILURES of applradio-TV dealers | 14 | 25 | 25 | 20.5% | FEWER |
| RETAIL SALES total (\$billions) | 16.0 | 16.0 | 15.5 | 3.6% | UP |
| DEPT. STORE sales index (1947-'49=100) | 127 | 128 | 118 | 5.0% | UP |
| DISPOSABLE INCOME annual rate (\$billions) | 284.8 | 280.2 | 268.5 | 6.8% | UP |
| LIVING COST index (1947-'49 = 100) | 117.0 | 116.2 | 114.7 | 0.9% | UP |
| SAVINGS of consumers, annual rate (\$billions) | 21.2 | 18.6 | 16.7 | 25.6% | UP |
| HOUSING starts (thousands) | 101.0 | 104.0 | 122.7 | 18.5% | DOWN |
| AUTO output (thousands) | 402.0 | 448.8 | 614.5 | 26.9% | DOWN |
| UNEMPLOYMENT (thousands) | 2,195 | 2,833 | 2,237 | 4.3% | BETTER |

RENDS

(Sources, in order: FRB, FRB, Dun & Bradistreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

Key retailers who have been talking recently with appliance manufacturers have been reassured that the factories have no intention of getting into the retail end of the business.

It's true that there has been considerable talk to that effect among some marketing experts. Some persons in the industry are convinced that some sort of "agency" set-up is inevitable. They've felt that way for some time. Recently this feeling has been intensified by several developments. One is the search by manufacturers for full-line dealers. Another is the tendency by some factories to pay much closer attention to individual markets. Still another has been the stepped-up activity by manufacturers at the wholesale level.

Do developments like these actually foreshadow manufacturers stepping into the retail picture? Probably not. That's the conclusion of key retailers and marketing experts who have been studying the problem. But most of these experts agree that the trends noted above will continue to develop in the months ahead.

If their guess is correct, the implications for retailers are obvious. The dealer will be under more and more pressure to go full-line. He can expect more and more help in developing his market. But he will also be held responsible for developing an adequate return from the marketing area which he has been assigned.

This is not as revolutionary as it may sound. It's being tried in a number of areas right now to some degree and individual dealers are highly enthusiastic over what is virtually a "partnership" policy in developing their markets.

There are several points to keep in mind. For one thing, not every manufacturer may choose to follow such a policy. That's one reason why the total number of dealers serving the appliance-radioTV industry may not change appreciably. But a reshuffling of franchises will be involved.

Bear in mind also that manufacturers are going to be competing one against another for top retailers. Years ago it wasn't unusual for manufacturers to offer department stores almost a "blank check" if the big store would take on a specific line. Now the top-flight independent appliance dealer is being courted in somewhat the same manner. One retailer (already committed to a full-line policy on one brand) has been offered a lucrative counter-proposition by a competing manufacturer.

Not every dealer is strong enough to draw such offers. But the "good" dealer is likely to find himself with a choice of lines. It may be hard to believe but for the time being, at least, the "good" dealer is in the driver's seat.

The appliance industry has a big stake in two studies underway right now at the Federal Housing Administration.

Agency experts are attempting to determine exactly what products are eligible for inclusion in FHA-insured loans. The studies will cover both Title I and Title II loans. (The latter cover mortgages on homes while Title I embraces so-called home modernization loans.)

Appliance dealers who are in the kitchen business are most concerned over what happens to Title I eligibility. Right now relatively few appliances are eligible for inclusion in a Title I loan. Among the eligibles are exhaust fans, sinks, hot water heaters, water sof-(Continued on page 6) Here's the greatest advance in power mower design in years . . .

Mow-Master Prest-O-Matic starting!



Prest-O-Matic starting puts you way out in front of competition. A Mow-Master exclusive, Presto-O-Matic brings you the first really different sales advantage in years, yet you can actually sell for less than many hand-started mowers!

Proof-O-Malla finger-lip



Start, stop, choke and idle controls are right on the handle, and a simple step on the Prest-O-Matic foot pedal provides touch-'n'-go starting. There's no rope to pull by hand — no stooping, no bending, no straining — all the hard work of starting is gone. Imagine the convenience and safety appeal to families where women, teen-agers and older folks mow the lawn!

And that's not all — Mow-Master offers you much, much more . . . a quick-turnover line of seven rotaries and two reels from 18 to 21-in. cutting widths . . . heavy national advertising . . . powerful local promotions and complete point-of-sale and direct mail material . . . and — most important of all — popular prices to sell the mass market at a full markup for you.

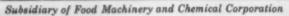
The smart dealers are switching to Mow-Master
... America's fastest selling power mower
... act now, get details today!

FIFTE BIFTE WOOD & CHAIN SAWS

OFFORTUNITY! Write today for complete details on profitable line of Fleetwood chain saws . . . another quality-built product of Propulsion Engine Corporation.

PROPULSION ENGINE CORPORATION

329 Marion Avenue, South Milwaukee, Wisconsin





TRENDS continued

teners, disposer units and dishwashers which are part of a sink. But all cooking and refrigerating appliances are excluded.

FHA recognizes that there has been widespread criticism over its failure to include many of these products (some of which are eligible for inclusion in Title II loans). That's why the FHA has undertaken a review of the entire subject. Spokesmen for the FHA are hesitant about predicting the outcome of that study but they concede that there's a fair chance that built-in appliances will soon become eligible for inclusion under Title I loans.

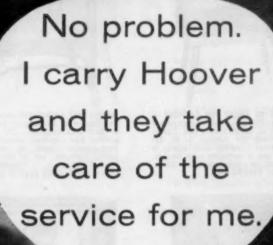
The second review underway at FHA involves Title II loans and is an outgrowth of this summer's big fuss over packaged mortgages. You'll recall that appliance and furniture dealers waged an unsuccessful campaign to have a ban on such mortgages written into the National Housing Act. At the time a Senate committee considered an amendment which would have prohibited FHA from insuring any equipment unless "such items substantially protect or improve the basic livability or utility of the property and continue to enhance the security and value of the property."

That's pretty vague. But the criterion in effect until now is pretty general, too. It states that eligible items must be "an integral (Continued on page 10)

MANUFACTURERS' SALES

| Electric Housewares, NEMA | | 1956 | 1955 | % |
|--------------------------------|--------|-----------|-----------|---------|
| Members Only, Not Industry | | (Units) | (Units) | Change |
| BED COVERINGS | July | 169,044 | 82,873 | +103.98 |
| | 7 Mos | 541,274 | 335,761 | +61.21 |
| COFFEE MAKERS | July | 222,296 | 185,046 | +20.13 |
| | 7 Mos. | 1,603,920 | 1,203,841 | +33.23 |
| CORN POPPERS | July | 29,965 | 29,561 | + 1.37 |
| | 7 Mos. | 140,475 | 125,287 | +12.12 |
| FRYERS, DEEP FAT | July | 10,632 | 19,883 | -46.52 |
| | 7 Mos. | 56,295 | 101,009 | -44.27 |
| HEATERS, PORTABLE: | | | | |
| Convector & Radiant | July | 7,231 | 8,257 | -12.43 |
| | 7 Mos. | 24,148 | 17,490 | +38.07 |
| Fan-Forced & Fan-Heaters | July | 34,151 | 53,499 | -36.17 |
| | 7 Mos. | 142,798 | 151,035 | - 5.45 |
| HEATING PADS | July | 238,408 | 242,560 | - 1.71 |
| | 7 Mos. | 912,832 | 843,550 | + 8.21 |
| HOTPLATES | July | 20,740 | 31,569 | -34.30 |
| | 7 Mos. | 170,624 | 195,985 | -12.94 |
| IRONS: | | | 2000 | |
| Traveler | July | 11,248 | 35,454 | -68.27 |
| | 7 Mos. | | 124,452 | 40 |
| Standard | July | 38,457 | 178,647 | -78.47 |
| | 7 Mos. | | 916,488 | |
| Steam & Steam Attachments | July | 709,006 | 365,170 | |
| | 7 Mos. | -11 | | +20.76 |
| Non-Automatic | July | 3,607 | 5,313 | -32.11 |
| | 7 Mos. | 29,504 | 39,129 | -24.60 |
| TOASTERS | | | | |
| Automatic | July | 281,140 | 241,794 | |
| | | 1,185,271 | 1,037,728 | |
| Non-Automatic | July | 14,375 | 12,530 | |
| | 7 Mos. | 98,955 | 94,685 | + 4.51 |
| WAFFLE IRONS & GRILLS: | | | | |
| Waffle Irons & Sandwich Grills | 2 | 64,079 | | |
| (Combination Units) | 7 Mos. | | | |
| Single Units | 2 | 6,618 | - 2 | |
| | 7 Mos. | 27,979 | 25,874 | + 8.14 |

My service department loses money on small appliances. Does yours?







It pays to handle Hoover. You're backed by 99 service stations over the country...

All Hoover owned and operated . . . all staffed by Hoover trained personnel

























Sign Picture TV PRICED FOR EVERYONE—
top controls for easy-to-see, easy-to-reach
tuning...265 sq. in. aluminized tube... available with finest VMF Cascode or All 82.
Channel Tuners...complete with stand, in
finand-rubbed oak or mahogany color finishes.
The Saratoga, in mahogany color finish,
Model 3V541L \$193.95 (VHF).



MODEST-COST CONSOLETTE—keyed Automatic Gain Control for automatically constant fringe or local area reception...265 sq. in. aluminized tube...up-front controls...improde front-projected sound. In lustrous, handrubbed mahogany, oak or cherry color finishes. The Concord, in mahogany with base shown, Model 3V601 \$248.90 (VHF).



CONTEMPORARY CONSOLE—precision Cascode VHF or all-channel UHF tuner...studio sound reproduction from two 8" large-magnet speakers...eye-ease optic filter diverts annoying glare...up-front controls. In handrubbed mahogany, oak or cherry color finishes. The Savannah, Model 3V700L \$249.90. (VHF in mahogany).



BUBGET MODEL CONSOLE—335 sq. in., 24-inch (diagonal measurement) aluminized tube ... super-dependable chassis with keyed AGC...clearest, sharpest sight and sound with eye-ease optical filter...two speakers ... recessed top-side controls. In mahogany, or oak color finishes. In mahogany, The Montgomery, Model 3V760R \$279.90 (VHF).



HISH FIDELITY SIGHT AND SOUND—deluxe, full transformer-powered chassis with keyed AGC...24" diagonal measurement plus 4 speakers, two 8" bass and two 5" high frequency...ail operating through a dual channel high fidelity amplifier...tone control and phono plug-in jack. In beautiful hand-rubbed mahogany, oak or cherry color finishes. In mahogany. The Grandview, Model 3V765R \$349.90 (VMF).



GRACEFUL CONSOLETTE—21" (diagonal measurement) 265 sq. in. aluminized tube...eye-ease optical filter...long-distance range finder...all channel tuning...up-front controls...keyed AGC. Finest in sight and sound in mahogany or cherry color finishes with traditionally styled base, Model 3V605t, The Sheraton, \$279.90 in mahogany (VHF).



COMPLETE TV-RADIO-PHONOGRAPH — beautiful modular combination utilizes The Saratoga television receiver, plus the Prelude radio-phonograph with two speakers. Available in lustrous hand-rubbed color finishes of mahogany, oak or cherry on a variety of smart, functional tables...complete in mahogany, The Studio, Model 3V900L \$388.90 (VHF).



DELUXE HIGH FIDELITY CONSOLE—full transformer-powered keyed AGC chassis. 21" diagonal measure picture, powerful dual channel high fidelity amplifier and four speakers ...phono-jack with switch for record player ...eye-ease optical filter ...in hand-rubbed mahogany, oak with ebony trim, or cherry color finishes. The Beverly, Model 3V701L, \$293.90 (VHF) in mahogany.

NOW DISTRIBUTORS SAY

NOW DEALERS SAY

SWITCH SWITCH, TO Switch, To Sentine!

A Subsidiary of the Magnavox Company

all **NEW** policy...all **NEW** line makes **REAL** sense, makes **REAL** profits!



TOP-PERFORMING PORTABILITY—106 sq. in., 14" (diagonal measurement) aluminized tube in rugged, virtually shock proof chassis... smartly styled in beautiful decorator colors ...weighs a mere 24 pounds for place-of-your-choice viewing. The Nomad, Model 3V500E \$139.90 (VHF).



DELUXE BIG PICTURE PORTABLE—17" (diagonal measurement) aluminized tube offers full 145 sq. in. of clear, sharp reception...virually shock-proof chassis...telescoping dippole antenna assures clearest, stable reception anywhere...weighs a mere 32 pounds ...in a variety of decorator colors, The Sun Valley, Model 3V521J \$159.90.



CONSOLE HIGH FIDELITY AT TABLE MODEL PRICE—brilliant performance from 12" bass, 8" intermediate, 5" high frequency speaker ... plus powerful 10-watt push-pull amplifier ... 4-speéd imported Collaro intermix record changer with dual stylus ... variable bass and trable controls ... Acoustical cabinets in oak, cherry or mahogany. Model 2E671C, The Symphony \$169.90 in mahogany. With super-selective AM-FM radio. Model 3E771C \$229.90.



TABLE-TOP HIGH FIDELITY—8" bass plus 5" high frequency speaker, balanced high fidelity amplifier give thrilling tonal performance. Precision intermix multi-speed record changer with dual stylus...compensated volume...variable treble controls. Lightweight acoustical cabinet finished in a variety of sparkling scuff-resistant colors...convenient carrying handle. The Promenade, Model 2E635 378.90.



THREE-SPEAKER CHAIRSIDE PHONOGRAPH two 6" x 9" ovals plus 5" speaker...6-watt amplifier...4-speed intermix changer with dual stylus, variable bass and treble control...acoustical cabinet in mahogany, oak or cherry. The Prelude, in mahogany finish, Model 2E636 \$139.30. With super-selective AM radio, Model 3E736C \$149.90.



TRANSISTOR POCKET PORTABLE—fits in pocket or purse, yet gives super-selective long-distance reception...finest tone quality...roomilling volume...hundreds of hours of enjoyment on only one low-cost battery. Model 1E500 \$64.90 with battery. Optional: Private earphone, leather carrying case.

QUALITY TELEVISION

- 41 Megacycle IF Amplifier
- Top Tuning or Picture-Side Controls
- · Automatic Picture Lock
- VHF Cascode and UHF Teleramic Tuners
- Optical Picture Filter
- Superior Magnavox Speakers
- Interference Rejector
- · Fine Furniture Cabinets
- · Wide Selection of Finishes

RADIO-PHONOGRAPHS

- Magnavox High Fidelity Speakers
- . Audio Power up to 10 Watts
- Precision Intermix Multi-Speed Record Changers
- · Variable Bass and Treble Controls
- Super-Sensitive, Drift-Free AM-FM Tuners
- Acoustical, Fine Furniture
 Cabinets
- Decorator Selection of Finishes

FACT! The ONLY Factory-Distributor-Dealer Franchise that protects your one interest...your PROFIT!

Now you can live with a franchise that's on your side. Firm... but fair... and, oh, so profitable! In brief, you're assured of year 'round volume sales with thoroughly market-tested instruments... no price cutting with vigorous price maintenance... greater profit margins with larger, guaranteed markups... competitive prices with a streamlined line that reduces inventory problems... no "annual line" dumping, but gradual new-model introduction... no "buckshot" franchising, but a

fine market opportunity . . . easy sell-up, with features and prices working together.

Yes, here's profit that's guaranteed—not just talked about. Here's product quality and saleability that's built-in—not just advertised. Sentinel instruments are easy to demonstrate . . . easy to sell . . . backed by powerful, local, "feature the dealer" merchandising.

Here's a franchise policy that's fact...not fiction.

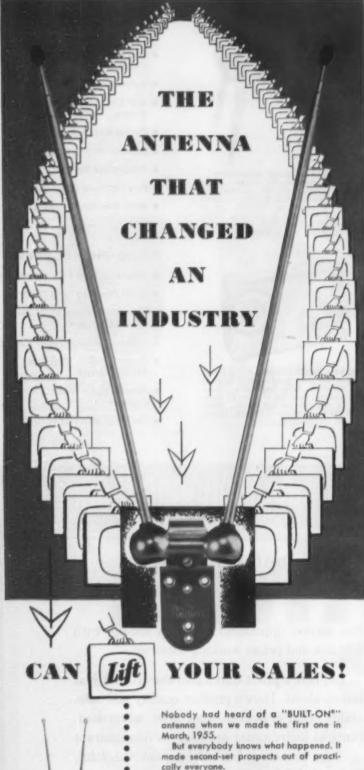
No wonder leading distributors and dealers are switching over to Sentinel! There may be a franchise open in YOUR area. Write, wire or phone the Sales Manager.



Sentinel

A Subsidiary of the Magnavox Company 5

2100 W. Dempster Street, Evanston, Illinois



The same antenna can win extra business for you. Ask your Distributor. ★ Easily attached without tools
★ 3-section nicket

- ★ 3-section nickel plated dipoles ★ Individually boxed in Radion carry-

Model 9005 . . . List \$5.95



THE RADION CORP 1130 W. Wisconsin Ave., Chicago 14

TRENDS continued

part of the real estate." This got a little confused as new appliances (particularly built-ins) came along. Some products were declared eligible. Others were not.

Now FHA is attempting to come up with a list of items which fit the definition posed by the Senate committee. It will provide a much more definite guide as to just what can be "packaged" in an FHA mortgage. The agency has sent out a questionnaire to all field offices, asking regional directors opinions on several other items.

Retailers aren't the only ones having trouble preventing pilferage of small transistor radios.

One big manufacturer has been forced to remove the sets from its showroom maintained at the factory. In the same plant six transistor sets were stolen from the production line in a half-hour on a recent afternoon. Now, a plant policeman is stationed along the line to keep an eye out on the merchandise.

| MANUFACTURERS' SAL | ES | | | |
|--|----------------|-----------|----------------------|---------|
| | _ | 1956 | 1955 | - % - |
| | | (Units) | (Units) | Change |
| DISHWASHERS | July | 27,158 | 22,091 | +22.94 |
| | 7 Mos. | 227,600 | 160,773 | +41.23 |
| DRYERS, CLOTHES, Electric | July | 92,785 | 43,567] | +112.97 |
| | 7 Mos. | 537,957 | 439,645 | +22.36 |
| Gas | July | 24,763 | 16,949 | +46.10 |
| | 7 Mos. | 186,081 | 152,789 | +21.79 |
| FOOD WASTE DISPOSERS | July | 35,108 | 40,812 | -13.98 |
| | 7 Mos. | 278,464 | 277,214 | + .45 |
| FREEZERS | July | 68,907 | 72,706 | - 5.23 |
| THEE ENGLISHED THE STATE OF THE | 7 Mos. | 408,752 | 447,627 | - 9.09 |
| | 7 19100. | 400,132 | 441,021 | - 9.09 |
| IRONERS | July | 3,570 | 4,861 | -26.56 |
| | 7 Mos. | 30,440 | 48,125 | -36.75 |
| RADIOS: | | | | |
| (Home, Clock & Portable) | luly | 368,132 | 314.046 | +17.22 |
| • | | 4,713,646 | F | +27.00 |
| RADIOS, Automobile | July | 198,565 | 404,443 | -50.90 |
| | | 2,512,216 | | -38.21 |
| RANGES, Standard | luly | 79,766 | 95 600 | - 6.85 |
| | 7 Mos. | | | -10.90 |
| RANGES, Built-In | July | 25,998 | 11,120 | +133.79 |
| RANGES, BOM-III | | 169,394 | | +92.75 |
| REFRIGERATORS | Inle | 224 044 | 202.040 | 1 0 40 |
| REPRIGERATORS | July | 331,916 | 323,240 | + 2.68 |
| Two-Door Models (included | / Mos. | 2,301,195 | 2,380,403 | -11.03 |
| under "Refrigerators") | July | 68,814 | 48,897 | +40.73 |
| | | 440,032 | 429,638 | + 2.42 |
| TELEVISION | July | 336,931 | 344,295 | - 2.14 |
| TELEVISION | | 3,752,133 | | -10.09 |
| VACUUM CLEANERS | Liki | 050 774 | 004 750 | 10544 |
| VACOUM CLEARERS | July 7 Mos. | 2,171,256 | 206,758 1,810,865 | +25.64 |
| | | | | |
| WASHING MACHINES: Automatic & Semi-Automatic | July | 300,969 | 166,813 | +80.42 |
| Actionalic & Senii Actionalic | | 1,891,507 | | +12.60 |
| Wringer & Spinner | July | 79,203 | | + .17 |
| ministr a apuniter | 7 Mos. | | | + 2.52 |
| WATER HEATERS Stands | Inle | 55 900 | 50 773 | - 6.49 |
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| | 7 Mos. | 407,414 | 428,485 | - 4.92 |

WASHERS, IRONERS, DRYERS—Membership of VACUUM Cleaners—Industry Estimate by Va TELEVISION—Industry Production Estimate by Others NEMA Members, Not Industry.

List \$5.95

COMING NEXT MONTH Model TA-95. For all General Electric and oint 9-in. TV

Hotpoint ELECTRONIC Cooking Center

. CAN BE SOLD AS A FREE-STANDING UNIT OR AS A BUILT-IN!

NOW! Food Cooks In Minutes Instead of Hours . . . In Seconds Instead of Minutes

and ... COOKS WITHOUT HEAT!



Imagine—meals that work without heat ... automatically ... in a fraction of the time required by conventional methods—done through the modern miracle of microwaves. Truly, the Hotpoint Electronic Cooking Center opens a whole new era in automatic cooking—a whole new profit picture!

Only the food gets hot! As food absorbs energy radiated by the magnetron tube, it offers a resistance which cooks it evenly and thoroughly. The inner walls of the Electronic Compartment reflect this energy, and non-reflective cooking strengths offer no resistance.

cooking utensils offer no resistance. Thus, the heat created is entirely within the food—no hot pads are needed, and the kitchen remains cool. Now your customers can cook and serve right on their best china—and enjoy spring breeze cooking comfort all year 'round!



All-Calrod®

While the balance of the meal is cooking in the Electronic Cooking Compartment, meats, fish or fowl can be quick-broiled with a delicious charcoal-broiled look and taste in the All-Calrod® Companion Oven. 12 steaks can be broiled to perfection in 10 minutes.

Step out ahead by offering your customers this revolutionary new way to cook. See Your Hotpoint Distributor today and get set up to get the jump on competition!

2. frozen pees 8 min. 3½ min. 2. frozen TV dinners 40 min. 4 min. 4. baked apple 50 min. 2 min. 5. roast chicken 3½ hrs. 35 min. 6. layer cake 30 min. 6 min. 7. homburgers 12 min. 4 min. 8. apple pie 50 min. 12 min. 9. baked fish filets 25 min. 4 min. 10. baked petero 60 min. 4 min. 11. 5-lb beef roast (rare) 1½ hrs. 20 min. (rare) 12. 12-lb. brokey 5 hrs. 1 hr.

TIME COMPARISONS

Electronic Cooking Center is se ranges. Check the Comparis

(Time comparisons compiled from actual tests conducted in Holpai Company (abaratorius)

More Sales than Ever



with Colorful

New



White

WATER-HOTTERS

Dealers pile up dollars with the dramatic naviashion-favorite in water heaters. . . the glamorous White. Shimmering turquoise accents its gleaming white enamel finish, highlighted by glowing copper trim. Since its introduction a few months ago, sales records have been shattered . . . dealer-profits have soured to new highs.

Backed by over a quarter-century's sterling reputation, supported by outstanding national advertising, promoted by a 5-Star Program that builds business soundly and fast, White is for YOU. Write for White's Proved Profit story . . . NOW!

Guaranied by Good Housekeeping

White

Automatic Water Heaters
Electric or Gas—

White-Glass
or
Zinc-in-ized Lining



NOW...White WATER SOFTENERS with White-Glass LINING!

A tremendous new market—years away from saturation now open to WHITE dealers with WHITE'S spectacular new line of WHITE-GLASS lined water softeners. Full details available NOW. Ask for them!

HURRY! Get full franchise facts TODAY!

WHITE PRODUCTS CORPORATION - Water Heating Specialists Since 1930 - Middleville, Michigan - Division of Lamb Industries, I

RENDS

REGION BY REGION

in the



By Robert W. Armstrong

TV sparks general fall pickup, but dealers also give credit to laundry, tape recorders, hi-fi, and small appliances . . . Color TV still slow

FALL seems to have hit every section of the country with just about the same impact-a heartening pickup in sales. The East is no exception.

Beginning somewhere around Labor Day, say eastern retailers, business started to come out of the summer doldrums and now many merchants look for a continually rising curve of activity until Christmas. Some even predict a sharp jump in mid-October. One Philadelphia dealer says that the last quarter "should be the biggest in the history of the business," although he doesn't know why. "I just have a feeling-can't pin it down."

Television, of course, is responsible for much of the post-Labor Day pickup, even though TV sales were surprisingly good during the hot months. As one Boston distributor puts it, "TV has been a welcome surprise this fall. We were afraid of a letdown because of a possible saturated market. But the new models and good economic conditions locally have brought cash buyers into the market. Our dealers are keeping us busy supplying them with wanted models-21-inch table models and consoles particularly."

No single dealer has a bad word to say about

TV sales. A Philadelphia retailer speaks for many when he says, "It's amazing the way TV has moved through the summer and right on into fall. Don't know the reason but, especially in view of the horrible experience with air conditioners, I'm grateful."

The only reservations have to do with color sets and it is apparent from dealer comments that, with a few exceptions, they are still sticking to their wait-and-see attitude.

A Boston merchant says color is attracting some interest, but "is still too expensive. We'll sell a few here and there but the best value of the showings (he keeps sets operating on the floor) is to get people interested. It will break the ground for a big color push two or three years ahead.

A Philadelphia dealer doesn't expect much of color either. "We've done our share with the home demonstrations," he maintains. "It will

take a lot of good programming and national promotion to start color really moving."

Only one Washington dealer reports any action with color-six sets sold during the first three weeks of September. Other Washingtonians claim they can get customers interested in color and they don't cringe at the price-until they find out about installation and service fees.

Good as it has been, TV hasn't been the only reason for the widespread dealer optimism about fall business. There isn't so much unanimity of feeling about other items, but nearly every dealer points to one or more appliances which have done well.

For example, one dealer group in the Boston area says range sales are 29 percent ahead of 1955 -and ranges have been no bright star for many merchants. This same group reports that dishwashers are ahead 30 percent, automatic washers 32 percent, vacuum cleaners 25 percent. Notice the significant absence of refrigerators. the one appliance which has disappointed many easterners, but even here one or two retailers mention some improvement over abnormally slow summer sales. Perhaps typical is the comment from a western New York dealer: "Refrigeration is no worse than it has been.

Some of the appliances credited with gains come as a surprise. Electric water heaters are a good example. One dealer says there has been a 'notable increase" in sales and attributes it to the possibility "that people may have been waiting until they bought other appliances. We're selling three where we sold two last year-particularly after we run a newspaper ad or two."

Tape recorders come in for laudatory mention by several retailers. As a dealer from a Boston suburb says, "Both tape recorders and hi-fi are really coming into their own. The competition is keen but we can generally make a better profit than on most other items." Another Boston dealer says, "We're promoting tape recorders, portable phonographs, hi-fi, clock radios and even portable radios for some extra profits. . . These are more fertile items this season; there's still a lot of virgin terri-

Vacuum cleaners are a strong item for many Washington retailers and sales figures from the Electric Institute back them up—2,009 units in July as compared with 1,030 in July of '55.

TV and laundry are, as is to be expected, the big fall items for most dealers, but one Boston

merchant says he is also doing unusually and surprisingly well with small appliances. "This," he says, "is going to be our best year yet in small appliances. I think we'll beat last fall by 10 percent or more. Best bets are electric fry pans, wafflers, toasters and mixers." This same retailer, incidentally, claims that hi-fi has definite advantages for small dealers who have door-to-door salesmen. He explains it this way: "The package sets have a set price and competition is keen, but the custom sets have no definite price—each home needs a different combination. The salesman can walk in and arrange several different combinations and therefore several different prices, one of which will meet the customer's OK." It's worked so well for him that he has one salesman doing practically nothing else.

Dryers are one of the sales standouts of the year. A big eastern group of stores sold twice as many this August as in August last year and is 12.5 percent ahead for the first eight months. The smallest increase reported anywhere was three percent for the year to date.

Just how good business has been across the board so far this year was summed up by one east-ern distributor like this: "We're 10 percent ahead in overall sales. We had looked for an additional five percent during the summer, but were disappointed. I'm banking on another five percent gain by Christmas. We're going all out on promotion. It looks like kitchen packages, TV, washers and hi-fi will carry the ball."

Integrity Note. While nearly all eastern retailers are expecting a good fall season—and, in fact, are already getting it—one is already thinking about next year's air conditioning business—optimistically—despite this year's difficulties. And his comment proves that sometimes a painfully honest distributor policy pays off. Says this dealer, "I wasn't stuck with as much air conditioner inventory as I might have been because G-E took back everything of theirs I had and gave me credit for it. They did the same thing last year. On the strength of that kind of treatment I've already contracted to buy a carload for 1957."

... in the MID-WEST



By Tom F. Blackburn

Food plans dying out again . Portable TV pushing saturation over 100% mark . . . Associations losing dealers . . . Carryover in room coolers

FOOD plans are fading away again in the Mid-dle West, so the boys in the know are saying. The reason given is that the temptation to permit the quality of the food supply to deteriorate over-comes the owner's judgment. When a customer has bought choice beef, and his order is filled with

tough, canner cow, you can't argue with him.

Long ago in the time-payment business it was discovered that an appliance had to work satisfactorily until it was paid for. Otherwise the customer would quit right off on his payments, and you couldn't win in court. It has been discovered that it is equally true with food plans—the food

(Continued on page 16)

Pushing your sales and guarding your profits!

See how Hamilton Beach, the line that guards your profits, is pre-selling gift buyers for you!

Here you see why you're 5 times better off selling Hamilton Beach mixers and toasters! Not only because of the great number of your customers who will be influenced by this striking Christmas ad. Or because Will Rogers, Jr., will be working for you on TV. They're both good reasons in themselves. But the big advantage to you is that every sale you make stays sold. You have the only 5-year guarantee in the business to guard your profits!

Just as we've pictured in our Christmas "shopper" ad, this "protection" works equally well for your customers. They, too, get 5 times the usual assurance of a good buy. Again, the person who receives the gift gets the same assurance that she'll be gratified. Confidence like this is "catching!" So why settle for less than the most powerful buyappeal you can get? Feature Hamilton Beach, the line that enhances your reputationthe line that guards your profits!

Order This New Full-Line Appliance Center and Tie-In!



pre-selling for you on CBS-TV! Tune in the "Good Morning" Show and see what a warm, con-vincing salesman you have working for you!

JUST LOOK AT THE ADVERTISING SUPPORT YOU GET!

22 HARD-HITTING ADS IN 9 LEADING MAGAZINES!



PANORAMA PACIFIC!

The early morning TV Show tailor-made for Californians!

PLUS

pre-selling for you on CBS-TVI



Full profit margins, of course!



Guarded by the ONLY 5-Year Guarantee You Can Give!

New Liqui-Blender - Blends twice as fast, twice as fine! Choice of two speeds. \$39.95 white; \$44.95 chrome. yellow, rurquoise, chrome, or white! \$21.50 chrome; \$19.50 colors



New Automatic Toaster—Gives you toast at its best, and the only 5-year guarantee. \$19.95

HAMILTON REACH

New Food MI: thing without a spa Mix Timer (optl.) \$53.95 chrome. Advertised in the Post, Better Homes, and Electricity on the Farm

TRENDS REGION BY REGION

must stand up in quality.

The way to sell freezers is not necessarily with a food plan—you can show the prospect how to save by explaining food chain "rhythm." Tell him how they are loaded each week, and try to clear their decks by the following week end. The last of the week sees vegetables at lowest prices.

One group maintains that Tuesday is the logical day to buy, as the chain stores begin to be worried then about getting rid of the stuff. This group maintains that in some cities there is no low week-end pricing of groceries, as people buy then. The second method of taking advantage of chains is to snap up their specials, which are low priced. This week in Chicago pot roasts were 29\$\psi\$ a lb., much to the dismay of a Chicago freezer owner who bought a leg of beef at 37\$\psi\$ earlier.

To nobody's surprise, sales of laundry equip-ment were up during the July steel strike. Every-body knew the steel workers would win, and the hike in wages meant a jump in prices. Therefore, there was buying as protection. What amazed bystanders was that July is usually about the low

month of the year for washers.

A Peoria, Ill., dealer declares that portable TV is traveling the same route as the electric clock. Soon there will be a saturation of more than 100 percent. Several years back it puzzled electric clock makers to discover where their clocks were going. No one thought that families would buy several electric clocks for the home, which they did. A portable TV opens up every room in the home to one.

But, as one manufacturer puts it, this growth is likely to be at the expense of the higher priced console volume. Already families are priced console volume. Already families are saying: Why buy a high priced replacement when color is just around the corner. To this they now add: Why, indeed, when we can pick up a portable? Good Will Industries say they no longer will pick up old radio consoles for resale, as not even poor families want a console.

This reporter, who can't prove it, says that the field scuttlebutt is that to the list of manufacturers who want to do the installing and servicing on color TV, must be added a group of automatic washer makers who want to do the installing and servicing on their brands.

It looks as if electric associations are going to

It looks as if electric associations are going to have to build up their fences in regard to electric appliance dealer membership. One with 1,800 members has only 75 electric dealers on its books. In another city, the number is trifling.

The carryover in air conditioners is now definite, with more dealers than ever convinced that this appliance is governed by hot weather. In Chicago a distributor who used the buy-back plan is said to have come out on top. There was upgrading in sizes, with 1½- and 2-ton units scarcest, and 4-ton units almost yielding to one ton. While it is not thought that carryover inventories will be as great as in 1955, nevertheless there will be a lot of "\$169" 4-ton room coolers around next spring to disturb the market. General report is that volume done in 1956 in the middle west far exceeded the preceding year

A trucking firm employed in Chicago to deliver a lot of appliances began accommodating dealers, a few years back, by tucking away items in the back of its building. Today the firm has in storage for customers a block long warehouse full. All of which indicates that dealers need more warehouse space and are willing to pay for it. Chief pride of the trucking firm is that there has been

no pilferage of the appliances entrusted to it. The robbery of Mandels Department store, which has been conducting warehouse sales, of a lot of major appliances, indicate that pilferage of appliances generally occurs when they are on the move. They get to the wrong people, by mis-take, so easily, then. Apparently Mandels' losses happened in transfer of stuff to its Chicago warehouse, where the sales were held. A lot of dealers get careless with those serial numbers, and that you can't do. Only a few years ago another looting of refrigerators happened in Chicago, and, if some woman had not had trouble, and called the distributor, giving him the serial num-ber, the mystery would never have been unraveled. The statistics of sales in Kansas for August

were logical. Air conditioners (central) were 60.5 percent ahead of 1955; dishwashers, 1.8; food waste disposers, 2.4; elec. clothes dryers, 10.1; home freezers, 13.8; elec. ranges, 7.9 percent (while built-ins fell off 7 percent). On the other hand, television was off 14.8 percent; refrigerators, 7.9. Automatic weshers expressed the percent. tors 7.9. Automatic washers surpassed the previous year by 3.7, while conventional washers were down 21.7 percent. Water heaters were up, 9.6. It's hot and dry in Kansas Gas and Electric Co. territory, and business behaved about

In the Cedar Rapids, Iowa, electrical appliance dealers association, their monthly report revealed that promotions still pay off. Dishwashers were ahead in 1956 and so were food waste disposers. Everything else was down as compared to 1955, but losses were not large, and figures can't always

Up in Minnesota Power & Light Co. territory, where in Duluth M. H. Prince turns out a monthly report, there are items not touched on clean the Earm equipment showed a rise for elsewhere. Farm equipment showed a rise for 1956, as did stokers and oil burners. Refrigerators were up, showing greatest numbers of all appliances. Ranges were up, as were freezers, clothes dryers, certified lighting, and dishwashers.

in the GREAT LAKES



Fall brings optimism . . . Color TV on rise . . . Cash sales up . . . Utilities predict record laundry sales

NOW that summer never came, fall is here, and with it some buoyant optimism on the part of Great Lakes area dealers.

There seems to be little doubt that the last quarter of 1956 will be the best of the four, now that labor troubles have been pretty well straight-ened out and prices on new lines have been set.

Specifically, dealers are happiest over what seems to be a definite and more than seasonal rise in sales of TV, particularly color. Increased color programming on the part of the networks has created plenty of traffic in stores handling

color sets.

One dealer in Columbus predicts that October through December will exceed his 1955 figures for the same period "by at least 15 percent". Other dealers, particularly in such auto-sensitive centers as Detroit and Cleveland, are looking for similar jumps on their ledgers. Most of the automotive companies have been rehiring at a furious rate in the past two or three weeks and, with drastic model changes being predicted for most autos this year, no slow-down is expected for at least six months.

Part of the reason for early season slowness is now apparent, according to a Pittsburgh dealer. He finds that he's had a substantial increase in

his cash sales in the last month-they now total approximately 40 percent of his business. It's his belief that many potential buyers held on to their cash earlier this year, hedging against possible economic recession, possible long strikes, etc. Now that the air seems clear, plenty of cash is flowing.

Most of the area utilities expect that the winter selling season will bring the highest unit figures ever on sales of automatic laundry equipment— particularly dryers. As a matter of fact, laundry equipment stood up remarkably well all summer, helped out by a season which saw few if any 90

degree days. Refrigerators, too, are expected to stand up well during the fall season, with the increasing number of colors available being a major factor. Many dealers believe that selling a color refrigerator will bring repeat business much sooner than one with one color. A dealer in Dayton says: "Up until a couple of years ago housewives just accepted the idea that their refrigerator had to be white. They couldn't get sick of the color because that's all there was. Now, with a choice, they'll find them-selves getting tired of pink in favor of green, and so forth. Which means they'll either get a new model sooner, or have the old one re-painted."

This same dealer has the idea that in a year or so he may be able to get a profitable side business in re-painting and matching up colors on appli-

ances already in the customer's home.

Color in housewares has also given this market a slight boost, although many smaller dealers have had so many unhappy experiences with house-wares that they're reluctant to give them any real push. The growth of bonus stamp plans, in particular, has helped to push housewares off the floor of many an appliance dealer. "With so small a margin," says one Cleveland man, "we can't afford to give space, and it certainly doesn't pay to advertise them."

Conventional range sales have not been good, and the outlook for them is not too bright in the coming months. When you get to built-ins, how-ever, the picture is much rosier. A number of utility merchandisers in this area say that two out of every three ranges going into new housing are now of the built-in type, and they look for that ratio to increase by 1957.

That, of course, ties range sales in pretty closely with new home construction, which dragged its feet this summer with the steel strike and assorted local building trades union difficulties. There have been sharp and continuous increases in building permits since the end of July, however, and the housing picture in the Great Lakes area should wind up the year substantially ahead of 1955. That means tremendous activity in the last half, since the first half was below 1955.

(Continued on page 21)

BRILLIANT, ALL-NEW 1957



AUTOMATIC WASHERS AND DRYERS GIVE YOU

EVERY SALES ADVANTAGE!

BUILT-IN LINT FILTER

> 2-SPEED WASHING

> > AUTOMATIC SUDS-MISER

FASTER, SAFER DRYING

NEW BEAUTY

MODELS IN ALL PORCELAIN

Whia Do

CHOICE OF COLORS

NEW! BUILT-IN



- No "pans" or gadgets to fuss with before loading or unloading!
- Works with any size load clothes!
- Assures lint-free washing every time!
- Filter screen easily removed for cleaning!

2 WASHING SPEEDS



GENTLE ACTION is for washing safely the daintiest garments, finest woolen blankets and all synthetic fabrics. In this separate, automatic slow-speed cycle . . . washing and spin-drying actions are ½ slower than normal . . . washing time is selective from 1 to 4 minutes.

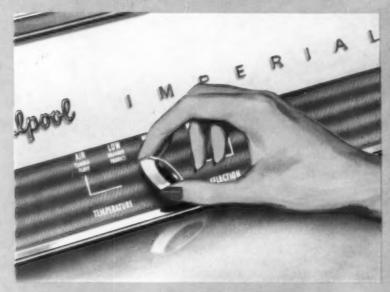


NORMAL ACTION is for washing cottons, linens and all regular fabrics thoroughly, yet gently. The washing time is selective from 1 to 14 minutes . . . enough for even the most-soiled dungarees. In an RCA WHIRLPOOL, all clothes are washed sparkling clean.



EXCLUSIVE, BUILT-IN SUDS-MISER®

Suds-Miser is the automatic suds-return system that can save over 2,500 gallons of hot water and up to 26 boxes of soap or detergent every year for the average family of four. It has proven to be the greatest economy feature... and one of the most popular... in automatic washing today!



INFINITE NUMBER OF DRYING TEMPERATURES

Any temperature you need . . . for safely drying sheerest of delicate things to heavy-duty dungarees . . . is yours with an RCA WHIRLPOOL dryer. And, for even greater convenience, there are five automatic settings . . . each with a fabric guide to eliminate all guesswork. Any setting assures correct, safe drying heat.



INFINITE WATER LEVEL SELECTION

Another new feature . . . a choice of infinite number of water levels to save gallons of water on partial loads! And, it's all automatic! Simply set the selector to any position you want between LOW (11 gals.) and HIGH (17 gals.). Then, washer fills to level selected in both wash and deep rinse cycles.



NEW, FASTER DRYING ACTION

The new, 1957 RCA WHIRLPOOL gas or electric dryers have faster drying action than average regular-speed dryers. And, the Super-Speed dries a big load in only 27 minutes . . . faster than a 9-lb. load of clothes is washed. This faster drying saves time every washday . . . and, that's what every woman wants!

MORE SELLING FEATURES FOR YOU!

IN THE WASHER ...

- Automatic 3-temperature water selector.
- · Free-Flow draining.
- 7 Rinses . . . most thorough rinsing known.
- Illuminated electric pushbutton door release.
- · Ultra-violet germicidal lamp.
- Automatic spin stop when door is opened.
- Dual Cycle-Tone signals end of wash.
- · Big 9-lb. wash load capacity.
- 5-year warranty on sealed-in transmission.

IN THE DRYER ...

- Tempered heat with controlled air circulation.
- · Satin-smooth drying drum.
- Illuminated automatic pushbutton door release.
- Step-saving Cycle-Tone signal.
- · Ultra-violet germicidal lamp.
- · Automatic door shutoff for extra safety.
- · Built-in lint screen on top . . . easy to clean.
- Drying capacity up to 20 lbs. of wet clothes.
- Automatic ignition on gas models.

You have a choice of White, Pink, Yellow and Green Colors . . . and models are available in white all-porcelain, porcelain top only, and Lifecoat finish

AND, to help you sell...

RCA WHIRLPOOL WASHERS AND DRYERS ARE BACKED BY THE BIGGEST MERCHANDISING CAMPAIGN EVER!

COLOR SPECTACULARS

21 PERRY COMO SHOWS

NATIONAL CONSUMER MAGAZINES

an avalanche of dramatic, 4-color advertisements with convincing sales messages!

52 THEATER SHOWS



- * terrific promotions and "specials"!
- * colorful literature and displays!

LOCAL NEWSPAPER ADVERTISING

3 smashing campaigns to help you tie in with the spectacular TV and National Advertising!



SEE YOUR RCA Whirlpool DISTRIBUTOR

RCA WHIRLPOOL HOME APPLIANCES

are products of WHIRLPOOL-SEEGER CORPORATION, St. Joseph, Michigan

WASHERS . DRYERS . IRONERS . RANGES . REFRIGERATION . AIR CONDITIONERS . DEHUMIDIFIERS

ER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

TRENDS REGION BY REGION

... in the SOUTH-WEST



By Fred A. Greene

Good fall season expected in most areas... Drought still factor in others... Sales reports mixed but declines not severe... TV improves.

WITH the summer months over, southwestemers are expecting a good fall season. Generally speaking, that is. There is increasing concern about drought conditions in many sections. In several, notably west Texas and central Texas, drought conditions are just about as severe as they can get. Isolated portions of north and east Texas are also affected, but not as severely.

A vast area around Big Spring, 300 miles west of Dallas, is particularly hard hit. Because towns in that vicinity depend largely on a farm economy to sustain business, the future looks bleak. A good part of central Texas around Waco is in a similar position.

The big Dallas area is hard hit. It's even gotten to the point where residents are buying drinking water in grocery stores—20 cents per half gallon. Just south of Big D, around Corsicana, cotton crops were very short and ginnings way below normal.

On the "good news" side of the ledger, most of Oklahoma, New Mexico and just about all of Arkansas expect good to excellent business during the fall. There are, of course, isolated instances where optimism doesn't exist. For example, a New Mexico dealer says farms are in good shape but not ranches.

Most dealers and distributors hope to at least equal 1955's tally sheet. A Houston wholesaler who terms prospects excellent tempers his enthusiasm by reminding that profit margins are too thin. A Texas retailer points out, too, that while he's hopeful, he cannot accurately forecast the effect of higher prices on the new lines coming on the market. A Fort Worth firm is expecting its biggest year, but deplores a startling growth in repossessions.

During August and early September, Texas shows a mixed pattern of business. There were about an even number of increases and decreases. The average decline was about 5 to 10 percent over the previous month, though one Dallas dealer observed a 40 percent drop. Gains also held to the 5-10 figure, though a Houston retailer says he doubled sales over the July-early August figure.

TV promotions accounted for considerable business, but the biggest factor was air conditionerseven during August. In almost every instance, sales were good to excellent. Surprisingly, a few dealers even said net profits rose slightly. Those who didn't get increased profits managed volume rises and they are not too unhappy with the results. The few Texas dealers handling evaporative coolers did fairly well. For the most part, prices held firm and profits were slightly above those for refrigerated units.

Perhaps the best news about these two summer month items was the lack of any carryover. That means, as one man put it, "we can start off next year with new models at decent prices and maybe hold the line on profits. This should cut down on pre-season sales of carryovers which always leads to price cutting trends."

Texas television sales picked up somewhat, largely as a result of closeouts. Low end consoles and table models paced the market. A Houston distributor added that portables moved well and color sales are hopefully on the upswing.

Oklahoma business was mixed. It was a lousy summer, to put it mildly, for refrigerated air conditioners, though one big city distributor is the exception—his sales were good and his profits were up. Those whose sales came close to 1955 figures had lower profits. One wholesaler's comment: "Our sales were up 15 percent and as for profits? There were none!"

But when it comes to evaporative coolers, a lot of Oklahomans had a field day. Best ever, says a distributor. Very good, remarks a dealer who added the footnotes that sales were 200 percent over last year and profits were normal. About half of the firms reporting said profits held firm, though a few instances of declines were found. Still, dealers sold more and many felt volume increases helped take the load off the poor air conditioner business.

Inventories are virtually nil. But there are a few exceptions where the slow selling refrigerated units are concerned. One distributor who got caught with a fairly heavy inventory plans to carry over the line and sell them next season at about \$25 below 1957 prices.

about \$25 below 1957 prices.

White goods moved slowly in the Sooner state, but only on the dealer level. Several distributors say their movement is good and prices fairly firm.

A sharp upswing in TV sales found Oklahoma

A sharp upswing in TV sales found Oklahoma dealers getting table models and medium to low end consoles off their floors. Portables also made considerable headway and good to excellent sales reports are heard.

New Mexico sales are also mixed. An Albuquerque dealer says evaporative cooler profits were firm, but not so for refrigerated units, though he sold more of the latter than last year. On the other hand, cooler sales around Roswell were lower in volume and profit. Inventories are reported normal.

Washers, dryers and refrigerators paced white goods with profits generally stable. But an ominous sign may affect profits. A dealer claims "deals" are on the increase and it's hurting busi-

TV movement remains the same or slightly above with table models leading the way. Color is no factor here.

In Arkansas, where Arkansas Power & Light Co. reports an excellent crop, both in quantity and quality, sales held about even. One distributor in Little Rock did report an increase of 10 times over his July-early August figures.

over his July-early August figures.

Air conditioners sold well and in one instance we are told profits took an upturn. In fact, one distributor cleared his inventory in July!

White goods got the biggest pat on the back. Movement ranged from good to excellent with refrigerators and freezers leading the way. Automatic washers followed closely behind. Prices were normal, though one firm remarked they were soft.

With a couple of exceptions, TV didn't experience much of a month. Only one wholesaler reported a rise.

... in the

Sales without a pattern . . . Gold Coast continues boom . . . Fall sales campaigns in South take shape

ANOTHER southern summer dragged to a close this month, and appliance dealers in the country's "hotbox" are somewhat vainly trying to assess the results of this selling season.

"There just hasn't been any pattern to sales at all this summer," complains a New Orleans distributor. "We were going great guns this spring in practically every major appliance line, and then sales started fluctuating all over the place. My air conditioning sales dropped way off, but ranges kept steady and then went higher, for example. Of course, it never did get what you really call hot down here, and that probably had a lot to do with the way people bought."

Dealers and distributors in Georgia, Florida, and the Carolinas were equally nonplussed when it came to discussing the summer sales picture. All were agreed that sales generally were "satisfactory," as far as volume was concerned, but prices, which were firm in the spring, had by summer's end slipped badly. This, of course, showed up on dealers profit and loss statements via the reduced margin route. Tennessee was a particularly bloody battlefield in this respect.

"We really had to go out and beat the bushes for sales this summer," says a Nashville dealer, "and if you didn't meet the price competition you didn't get the business." This dealer also complained that a slowdown in housing construction hurt his business and this sentiment was echocd elsewhere in the south outside of Florida.

The Southeastern states' Gold Coast continued to boom merrily along, with summer sales generally running about 30 percent ahead of last year's. Over two thirds of the appliance volume in this area was accounted for by air conditioning, television and kitchen equipment sales. Biggest individual gains were registered by garbage disposal units up 180 percent and water heaters up 220 percent.

Dealers, distributors and utilities throughout the region are swinging into the fall season armed to the teeth with various sales campaigns and special promotional efforts.

These sometimes take odd shapes. One North Carolina dealer, for example, this summer staged a circus days' sale, complete with huge outdoor tent and continuous entertainment. The sales (Continued on page 24)

NEW 16-PAGE G-E 108 PROMOTION



Progress Is Our Most Important Product

General General Control of the Contr



CATALOG OFFERS AND TV-SERVICE AIDS!

T HE "new-look" picture at left shows your store with General Electric's eye-catching displays installed! These displays highlight the big G-E catalog of promotional and TV-service aids that is just off the press-help make the book a sure guide to more tube, parts, and service volume.

Included are a dozen signs, decals, and streamers for your store identification alone-among them a brand-new Sign-a-rama that flashes different colors three times every two seconds. There are 18 attractive mailers and postcards to pull business . . . 19 copy-tested ads in mat form . . . many doorknob hangers, "out" cards, and other sales-builders. The catalog also lists service helps galore, from job tickets to 10 ingenious mechanical aids to faster, more economical service work.

Pick up your copy of the catalog from your G-E tube distributor . . . or, if your location makes this inconvenient, write direct to General Electric. Just clip, fill out, and mail the handy coupon below! Electronic Components Division, General Electric Company, Schenectady 5, N. Y.

GENERAL ELECTRIC'S 108 BUSINESS AIDS INCLUDE-

For store identification: Multi-color Sign-a-rama Projecting outdoor signs Window and counter signs Clock signs

Window and truck decals

Window valances & streamers Direct-mail material Posteards

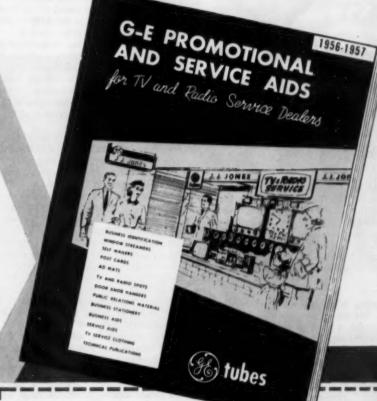
Ad mats

TV and radio spots

Public-relations helps: Doorknob hangers

Children's Color Book **Customer TV service reports Giveaway** booklets

Business stationery Business aids Service gids TV service clothing **Technical publications**



Electronic Components Division General Electric Company

Bldg. #3-C.A.R.T., Schenectady 5, N. Y.

Please rush your 16-page illustrated catalog of business-promotion and service aids (ETR-589-D) to:

YOUR NAME

STREET ADDRESS

CITY AND ZONE.....STATE.....

TRENDS REGION BY REGION

stunt was presaged by full newspaper ads, plus radio and TV spots. Customers swilled free soft drinks, ate lollipops and popcorn, blew up balloons and purchased some 350 major appliances during the five day "circus."

Generally, the sales picture at the moment in the South is spotty. The appliance sales manager for a large Atlanta department store summed it up when he said, "sales year to date is up a bit, but August is off a little from last August. We expect sales to pick up sharply this fall, but who knows. There's been such a lack of trends in customers' habits the past few months that I wouldn't want to bet on what's ahead either way."

in the FAR WEST



By Howard J. Emerson

Portables take as much as 75 percent of strong TV sales and dealers don't like it . . . Fall outlook promises across-the-board increase

One of the best fall seasons ever is expected by appliance-TV dealers in the Far West this year. Surveyed during the middle of September, dealers report post-Labor Day business at a level often as high as 25 percent above 1955.

In a quick swing around this one-third of the nation, here's how business looked on September 15 and how some of the dealers see the rest of the season:

In Los Angeles, television sales are holding steady in units, but are off considerably in dollar volume. One dealer with a market among the higher priced homes reports average TV sales at \$240 this year compared to \$365 last year. Low priced portables are only one factor—"our customers used to think of furniture models that would last a number of years, now they figure two years at the most." Another dealer reports that dollar volume is off because the large number of "dumps" in 21 and 24-in. models fit perfectly into the public's need for a set to hold over until color.

One Hollywood dealer sold 12 color-TV sets during late August. Another dealer in that area is depressed—"portable TV has really messed us up. It has killed the used TV business and about 85 percent of our TV sales involve a trade."

For some dealers in southern California sales of electric dryers are up as much as 100 percent so far this year, and electric range sales are up nearly 50 percent mostly in built-in models. The deluxe refrigerators with freezer at the bottom are moving well, making it look likely that refrigeration will show its best year in a decade here.

In Salt Lake City, TV sales are holding steady with average sales at the \$250 level. Portables are accounting for about 10 percent of the volume but do not have general support of the dealers. Says one volume operator here, "We are disturbed . . . by procedures of portable TV manufacturers . . . amount of profit allowed a dealer is too low . . . what do they expect us to do with a line on which we can't make money? . . . we are definitely not promoting portables, . ."

Appliances show a slight decline in the Utah area, with refrigerators off and washers and dryers holding. Dealer reports seem to indicate less optimism than elsewhere in the mountain states. There is much concern about department stores dropping fair trade prices although the law is still in effect in Utah.

In Albuquerque, New Mexico, most dealers expect this fall to be better than the same period of 1955—"people have more money and there is a lot of replacement of old models," "continued population growth." Television is moving well, with portables accounting for 25 percent of the TV volume of one department store. Electric ranges are leading the field in sales increase here, running as much as 20 percent ahead of '55 level. Again in this area, refrigerators in the \$400 to \$600 bracket are selling better than other models.

A dealer in Denver has no question about business this fall—"Our appliance volume is going to have to be up . . . our labor and other costs keep going up so we've got to increase volume. We're going to do that with promotions." Television has picked up in the Colorado area with portables accounting for about 20 percent of many dealers'

A good farm year and plenty of range feed for cattle have brought optimism to the dealers in the Idaho, Montana and Wyoming areas, A dealer in Cheyenne states: "Our business is up over last year and I expect it to continue... the economy of the area is pretty solid." Another dealer in that city says "... it depends on what you push..." Dealers in Boise, Idaho, see '56 business as good as 20 percent ahead of '55.

A dealer in Phoenix, Ariz., apparently hit the jackpot with a Labor Day sale. He comments "sold enough appliances in one day to take care of nearly a whole month of normal sales." Television has been slow in that city, due perhaps to the increased sales of refrigerative air conditioners taking the public's money during the summer. Considerable enthusiasm in this area about color TV potential. Dealers see in color the chance to get back the dollar volume that has been slipping as TV sales went to the newer portables and distress merchandise.

A steady increase in electric range sales is noted in Arizona. One dealer attributes the increase to utility promotion, another to the number of builtins being sold. Increase in refrigerator sales is altogether in the \$500-\$600 bracket "which means \$399 with trade in—no trade in, no sale," one dealer reports.

In British Columbia, a dealer states that "our summer sales of TV really were better than our spring volume . . . result of analyzing our market, deciding trend was away from high-priced consoles. We featured lower-priced sets in all displays—sets not over \$250." Portables are not a factor yet, but this dealer expects that the 8½-in. Marconi combination TV and radio will one day take 50 percent of the business because it can be used in cars, boats, etc. Other dealers here north of the border

report television sales down as much as 50 percent below 1955.

Dealers in Vancouver and New Westminster generally agree that the appliance business there will be up in '56 over '55. They point to a higher level of prosperity, more residential home building and a continued influx of people from eastern Canada. Refrigerators are selling faster than last year, with the \$400-\$500 models leading the way. As in the states, automatic washers and dryers are providing the volume for dealers here. A dealer in West Vancouver reports his laundry sales up 40 percent above '55.

In northern California, appliance and TV sales started to pick up about the middle of August and seem to be running somewhat ahead of the '55 level in the middle of September. A dealer in Sacramento set up his 1956 operation for a 28 percent increase and so far it looks as if he will go 'way ahead. Many dealers in northern California, who have spent the summer trying to keep up with the demand for dryers wonder what will happen when the rains come in October and more women want dryers. Problem facing many dealers is increase in number of refrigerator customers who want to trade in two appliance, a refrigerator and a range—toward one appliance, a refrigerator. In every case, these are people who have just purchased tract homes having built-in ranges. Many are unable to see why the dealer can't give them \$100 for the old refrigerator and \$100 for the old range toward a \$350 refrigerator.

Television is moving well in Portland, Ore., but not everyone is happy about it. One dealer claims that portables represent 75 percent of his business and "this is very unhealthy, the way these portables are taking over. Profit margins are wrong. We take 1½ percent less profit on each one." Electric ranges are continuing to move well in spite of a high powered promotion that celebrated the coming of natural gas to Portland on August 27.

Across the mountains in Spokane, Wash., appliance-TV sales are reported a little below the 1955 level. And there are many who still point to the fact that sales began to drop when the horse racing season started. However, the concensus in the Inland Empire is for a 1956 gross well above last year. Television sales are reported at normal, with portables taking about 10 percent of the business.

Business is holding up well in Seattle, although one dealer claims that only '56 models at reduced prices and discontinued lines are selling. Another dealer reports August sales at 12 percent above the same month of '55, with September already promising to go higher. Many credit the unusually hot summer for the unexpected increase in refrigerator sales in the Seattle area. A dealer in this city has a kind word for portable TV—"about 25 percent of our volume is in portables and we like it—most are being purchased as second sets so we do not have to take trade ins. . "

Sales of TV in Hawaii are below the '55 level for most dealers there. One dealer says that is because saturation in the Honolulu area is now 75 percent and it is too soon for replacement business. The rumor here in the islands has a famous name-associated with building dams, ships and aluminum—interested in building a TV station in Honolulu for color transmission only. Some dealers say this rumor is hurting TV sales.

(Continued on page 28)



A Whirlpool

EZER SALES



Motors, Cookingers, in Bismarck, N. D.



30 FREEZERS

sold by Ellis a

36 FREEZERS IN 14 DAYS...

> 21 FREEZERS IN 2 DAYS...

SEE YOUR DISTRIBUTOR

...he has new promotions to skyrocket your sales!

RCA WHIRLPOOL HOME APPLIANCES

Products of WHIRLPOOL-SEEGER CORPORATION, St. Joseph, Mich.

WASHERS . DRYERS . IRONERS . REFRIGERATION . RANGES . AIR CONDITIONERS . DEHUMIDIFIERS



JOIN UPI . . . IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

ELECTRICAL MERCHANDISING-OCTOBER, 1956

PAGE 25





THE BREAKFAST CLUB Starring Don McNeill ABC Network Radio

TONIGHT Starring Steve Allen





DELUXE YASLE RADIO (873 Series). In Mahogany Finish \$24.95° Three 2-tone decorator colors, Rose Coral, Turquoise, Ebony and White combinations at . \$27.95°



NBC-TV Network

LEADER CLOCK RADIO (4M2 Series). In Mahogany Finish \$19.95° In 3 additional colors, Turquoise, Ivory and Tan Coral at . \$22.95°



CUSTOM CLOCK RADIO (504 Series). Available in Desert Rose, Fiesta Red, Golden Tan, London Grey and White combinations at \$27.95°



DELUXE CLOCK RADIO (SH4 Series). Available in three deluxe solid-tone colors. Sparkling Laurel Pink, Cameo Tan, London Grey at \$34.95°



CALENDAR CLOCK RADIO (534 Series).



DELUXE CALENDAR CLOCK RADIO (5A4 Serice). In Mahogany Finish \$42.95° 3 solid-tone decorator colors. Ivory, Sand Beige, Olive Green at \$44.95°



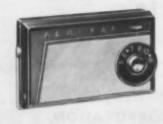
LEADER DELUXE PORTABLE RADIO (Model 4521). In smart Charcoal Grey plastic case with silver color finish trim at only ... \$29.95*



CUSTOM DELUXE PORTABLE RADIO Custom betone Politicals Rabio
(482 Series). Holiday Red, Arizona
Tan, Tropic Yellow, Turquoise
and Polar White Combinations.
Custom deluxe gold trim at \$34.95°



SUPER DELUXE PORTABLE RADIO (4H2 Series). Holiday Red, Arizona Tan, Tropic Yellow, Turquoise and Polar White Combinations with super deluxe gold trim at \$42.95°



POCKET-SIZE ALL-TRANSISTOR PORT-ABLE (492 Series). So small it fits in the palm of your hand. In Char-coal, Holiday Red, Arizona Tan,



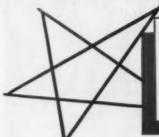
POCKET SIZE DELUXE ALL-TRANSISTOR PORTABLE RADIO (Model 7M1). Four 2-tone colors. Uses 7 transistors and penlite batteries.



ALL-TRANSISTOR SUN-POWERED PORT-ABLE RADIO (711 Series). Available in four two-tone colors. Radio only at \$69.95° at.

*Slightly higher South and West

"ALL STAR" TICKET FULL LINE PROFITS



- . TODAY
- . TONIGHT
- THE BREAKFAST CLUB

Front Row Every Day Admiral.



3-SPEED PORTABLE PHONOGRAPH (Model 1811). Available in Charcoal at \$19.95* 3-SPEED PORTABLE PHONOGRAPH (ICI Series). Tan \$22.95* Luggage White & Tan \$24.95*



4-SPEED PORTABLE PHONOGRAPH (1DI Series). Available in Charcoal or Tan at. \$34.95* 4-SPEED PORTABLE PHONO (1EI Series). Loggage White & Tan or Luggage White at. \$39.95*



Every customer that walks into your store is a prospect for the biggest galaxy of profit stars in America, Admiral's full line of radios, phonos and Hi-Fi. Guaranteed sales leaders that grab for customers... "step-up" to big-time profits in every price range. And they'll be backed by the loudest barrage of newspaper, magazine, radio and TV advertising in Admiral history. Name your own ticket now...call your Admiral Distributor today!



4-SPEED PORTABLE AUTOMATIC
PHONOGRAPH (3J1 Series). Choice of
Pyroxylin covers. Custom covered
in Starlight Grey \$54.95°
Deluxe covered in two-tone Tweed
and Grey \$59.95°





LEADER 4-SPEED MIGH-FIDELITY PHONO-GRAPH (Model 4922D). Available in smart plastic Table Model Cabinet with Deluxe Mahogany Finish at \$79.95°



4-SPEED HIGH-FIDELITY PORTABLE PHONOGRAPH (HP2 Series). Available in choice of Silver Oak or Tan Swirl Pyroxylin-covered case at \$49.95°



4-SPEED HIGH-FIDELITY TABLE MODEL PHONOGRAPH (MT2 Series). In Genuine Mahogany Veneers .\$99.95° Genuine Blonde Oak Veneers at \$109.95°



4-SPEED HIGH-FIDELITY CHAIRSIDE PHONOGRAPH (MS3 Series). Genuine Mahogany Veneers at. \$119.95° Genuine Blonde Oak Veneers at

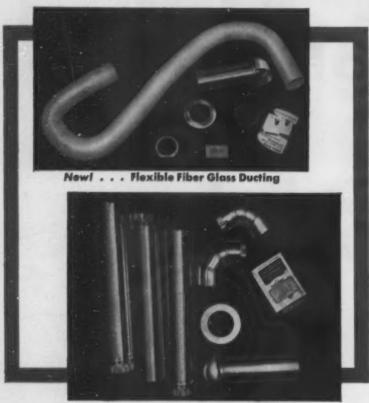


4-SPEED HIGH-FIDELITY CONSOLE MODEL PHONOGRAPH (HC2 Series). Mahogany Grained Finish at . \$159.95° Blonde Oak Grained Finish at \$169.95°



DELUXE 4-SPEED HIGH-FIDELITY CON-SOLE MODE: PHONO (NC4 Series). Mahogany Grained Finish. \$199.95° Blonde Oak Grained Finish at \$209.95°

New kits and products make FLEX-VENT® the most complete dryer venting line

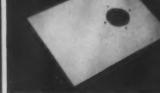


New! . . . All-Aluminum Ducting

No other line of dryer venting equipment is nearly so complete or versatile as Flex-Vent is today. There now are Flex-Vent kits and parts for any possible installation and for every dryer model. In addition to gleaming white flexible fiber glass ducting for easy installation around obstacles, the Flex-Vent line now includes: weatherproof, allaluminum vent hoods; all-aluminum ducting; transparent plastic window plates; aluminum window plates; adjustable window plates for apartment and other temporary installations.

For complete information, mail us the coupon below.





New! Adjustable Window Plates New! Plastic Window Plates

Approved by all leading dryer manufacturers.

clexible Tubing

GUILFORD, CONNECTICUT . LOS ANGELES 64, CALIFORNIA

| | ion, Dept. 80, Guilford, Connecticut mation on Flex-Vent Kits. |
|-------------------|---|
| Name | |
| Title and Company | |
| Addams | |
| Address | |

TRENDS REGION BY REGION

. . . in CANADA

By M. L. Schwartz

August and early September sales are spotty but still unexpectedly good . . . Credit curb no problem

DEALERS report business during August ranged from good to very good throughout the country, though spotty for some lines, with indications early September sales will be marked up as unexpectedly good.

One major dealer in Montreal reported special clearances this August of appliances gave him a 25 percent boost in volume over last year's like period. Another dealer in Ottawa said a special washer promotion increased his sales dollarwise "maybe 20 percent, maybe more," though a similar promotion in Quebec brought a much smaller increase. Others reported similar success with promotions this August, revealing refrigerator sales ranged from fair to good; home freezers were below expectations; washers were generally good, though weak on automatics except under special deep price-cuts and heavy advertising budgets; small radios sold better in many retail outlets.

The real big upset was the pickup in TV sales, even if price cutting and special promotions were unusually pressed this year.
"We've cleared twice as many TV's
this August as we planned," commented a large eastern Canadian dealer who quoted figures on sales in two branches in different cities but added that he pushed one wellknown brand at a deep price-cut. Profit, however, through the large turnover was, using his expression, plenty for the work.

Dealers are calling for a better September sales record this year on the basis of inquiries and early sales in the month. There will be much larger advertising budgets this year but prices will gradually rise, less price cutting in weeks ahead dealers say. "Why," said a Quebec dealer, "without cutting prices this September are we selling more standard-type washers? We're telling them by every possible advertising media that prices are going to but they can still get them at up but they can still get them at the old prices." Another big dealer in Ottawa told of being so encouraged by the pickup in TV sales now that he is going to arrange

with other dealers in other cities for joint, heavier advertising and co-operative promotions. Still another Toronto dealer revealed he is surprised at continuing good refrig-erator sales but he added significantly "it's got a lot to do with my gamble on special promotions and bigger-spaced ads.'

Advertising stressing coming price boosts is based on truth because rising labor costs and steel prices will likely raise prices of household appliances from 5 persent the 10 process that is former to be the state of the prices and the state of the prices of the price cent to 10 percent shortly, informants predict. This report, in itself, is helping sales.

Though Canada's chartered banks are clamping down on loans, dealers are not restricting credit-buying of ranges, air-conditioning units, washing machines, refriger-ators, etc., with accounts outstand-

ing continuing to ride high.

Retail sales finance, small loan and other money lenders are affected by the tighter money policy started by the Bank of Canada raising the discount rate from 3 percent to 3½ percent but a survey of many dealers discloses this is not hurting sales. As the head of a chain explained it: "If buyers can't get it from the smaller dealer, the credit is available from the larger merchandiser or it's cash when necessary because they really have the money

Meanwhile, the Retail Merchants Association of Canada is known to have urged the Canadian Government to clamp down on credit buying. In addition, officials in Ottawa are also known to be concerned by the latest results of their surveys of the operations of sales finance and acceptance companies, fearing a repetition of last year's dangerous trend when financing of radio and television set sales jumped up 34.4 percent dollarwise and electric and gas appliances for the home increased 29 percent, with balances outstanding on the books of finance companies rising 30.7 percent and 21.4 percent respectively in such

However, credit curbs at top level somehow are not holding up (Continued on page 32)

LOWEST-PRICED 2-OVEN RANGE EVER OFFERED



NEW Estate

FULLY-AUTOMATIC ELECTRIC RANGE

with Bar-B-Kewer Meat Oven...

2 Radiant Broilers . . . Builtin Griddle which converts
to giant 5th burner... and
many more features!

MODEL E-199 . . . 40" ELECTRIC RANGE

Complete with Bar-B-Kewer meat oven and waist-high broiler.

RCA ESTATE and RCA WHIRLPOOL HOME APPLIANCES are products of

WHIRLPOOL-SEEGER CORPORATION

St. Joseph, Michigan

WASHERS . DRYERS . IRONERS . REFRIGERATION . RANGES
AIR CONDITIONERS . DEHUMIDIFIERS

PRICED TO OUTSELL
ALL COMPETITION...SEE YOUR



JOIN UP!...IT'S EASIER TO SELL RCA ESTATE THAN SELL AGAINST IT!

LOADED WITH EXTRAS!

ANOTHER IN AMERICA'S MOST COMPLETE LINE OF ELECTRIC HOUSEWARES



Coffeematic



Tonstamagic



Cook-a-matic



Cooker-Fryer



Steam and Dry Irons



Steam and Dry Travel irons



Hand Mixer

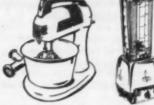
NTWOSIZES! UNIVERSAL automatic Fruing Pan

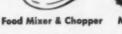
with Thermo-Controlled Heat

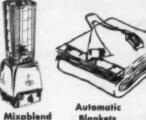
More saleable features make Universal's new Automatic Frying Pan the hottest item in the industry. Big in cooking area with Thermo-Controlled Heat, it's a natural for every modern kitchen. Perfect

for table-cooking, ideal as an extra unit in the kitchen when the range is over-crowded. And it has the top feature women want . . . it's washable! And comes in two sizes so you can satisfy any customer!









Blankets



Heating Pads



LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

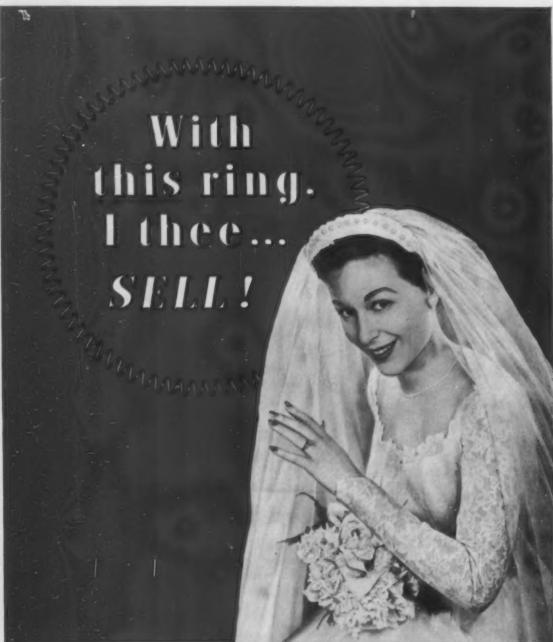


And the Retail Merchants Association claims that continuation of credit over overlong or unreasonable repayment periods and without down payment minimums would seriously hurt the Canadian economy.

Grapevine reports that U.S. electrical merchandisers are going to move into the Canadian market on a large scale and are already probing such expansion. Until quite recently, the movement of U.S. capital into direct investment channels in Canada seemed to be heavily concentrated in particular sectors of the Canadian economy and in which such U.S. capital played a dominant role. But such U.S. direct investment in Canadian merchandising was not heavy, though now the grapevine reports the rapid rate of growth and development of Canada's economy is attracting some big U.S. merchandisers who want to apply their know-how and large-scale marketing connections to operations in the Canadian retail

Of course, any such trend will have tremendous implications for dealers, particularly if U.S. firms invest extraordinarily large amounts of capital in merchandising field just as they have in other enterprises in Canada where U.S. gross direct investment inflows in the past ten years have totaled \$2.4-billion, with the past 12 months already finding such U.S. direct investment in merchandising almost doubled over similar previous period.

Behind this anticipated development is said to be not only the buoyant and prosperous conditions in Canada but the recent tax change which reduced from 95 percent to 51 percent the share ownership entitling a U.S. parent company to a reduced rate of 5 percent on dividends from its Canadian subsidiaries. U.S. firms are expected both to give Canadian investors much more chances to purchase stock in their Canadian subsidiaries and also to increase their own investments in such subsidiaries so that such companies' operations would be greatly expanded. It is known that public relations advisers of such U.S. firms, too, are enthusiastic about such plans, especially because of the persistent press clamor in Canada for more Canadian stock participation in U.S. companies doing business in Canada.



As a matter of psychology, selling a woman a heating appliance isn't perhaps so different as it may seem, from persuading her to marry you. Either way, the man who puts forward a definite, positive advantage is the one who's apt to win.

And you have just that kind of advantage, when you talk up the Nichrome* heating elements in your appliances. Nine times out of ten it will help the lady make a quick decision in your favor.

You know that the heating element is by all odds the most important part of any electrical appliance. And all buyers, from manufacturer to dealer to consumer, know that Nichrome stands for dependable, long-lasting performance.

So tell every woman you're selling "it has a heating element of Nichrome." You'll bring decision out of indecision and clinch the sale. And in her kitchen, she'll live happily "ever after."

Nichrome V and Nichrome are manufactured only by



Driver-Harris COMPANY

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Les Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario



*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

PAGE 32

OCTOBER, 1956-ELECTRICAL MERCHANDISING

1

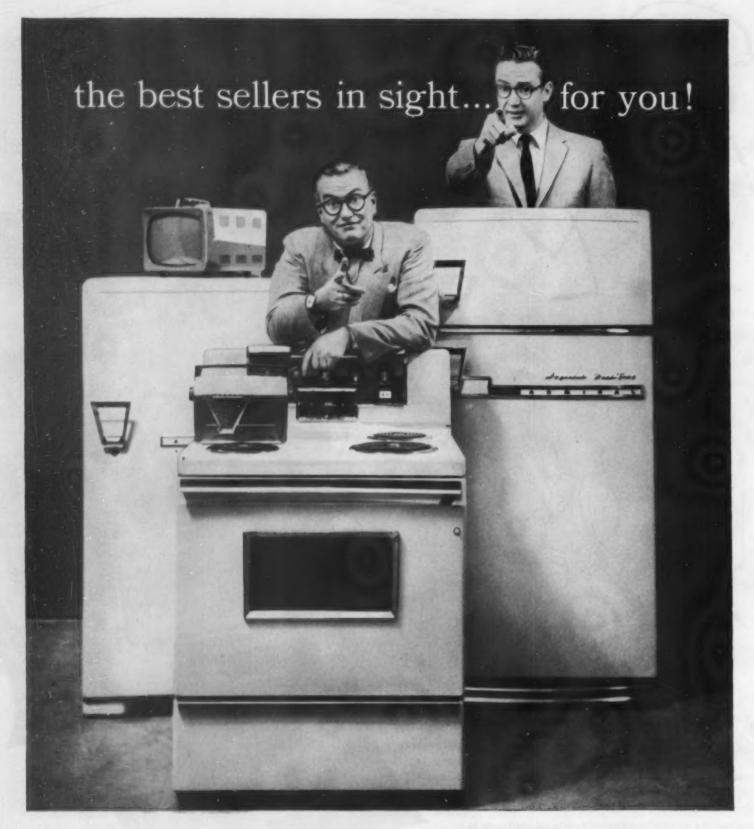
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Look anywhere . . . you can't find the equal of Dave Garroway and Steve Allen. On NBC Television's TODAY and TONIGHT, their particular brand of humor makes viewers particularly brandconscious. That's why Admiral is going with both of them every day and every night to sell Ranges, Refrigerators, Freezers, Radios and Television Sets-for you!

Personal product demonstrations by these stars lend authority to a product's sales story. And you can bring the full impact of the stars and the shows right into your store by using attractive merchandising aids featuring Dave and Steve. These are specially-designed displays, available now to help you build traffic

TODAY and TONIGHT will keep Admiral in the spotlight. You can play a star selling role by stocking up and topping Admiral products with T-H-T displays. Retailers get results when the T-H-T stars - Dave Garroway, Arlene Francis and Steve Allen - go to work for them. Together, these three stars talk to 22,000,000 viewers every week!



NBO TELEVISION NETWORK a service of 1999



T-H-T: TODAY starring Dave Garroway HOME starring Arlene Francis

TONIGHT starring Steve Allen

Mort Farr Says . . .

Here's How to Hire Salesmen . . .

I N my last article I stated that the quality of salesmanship on the retail floor was good, but that we needed more men. This was confirmed at our NARDA School of Management in Washington where dealers from all over America agreed that while we do need further training in better selling, the most important thing is that we now recognize that we have to attract and train many new men.

One thing that was emphasized at our school was that in this expanding economy and this growing appliance business, you must grow. You can't stand still or maintain volume . . . To do so is to fall back.

In every case where a dealer's sales curve flattens out, his costs invariably rise and his profits dwindle. To get this added volume, we must hire more men to do the selling. No longer can a dealer afford to do much of the selling himself, he must now concern himself with management problems.

YOUNG MEN AVOID SELLING. Our industry has had poor public relations for attracting people. It is particularly difficult to get ambitious young people out of high school or college to enter any phase of retail selling, especially in our field that requires training, long hours, a six day week, and no pensions or security in most cases. It is no wonder that our business is in the "dog-house" in the mind of the average young man.

This condition is further empasized by our cut-price advertising and the name-calling within our own industry. Possibly all of this has been aggravated because of a bad experience suffered by someone close to him, or by someone who passed along a bad experience.

be mature, have responsibility, preferably be married, and between the ages of 25 and 45. They should have the basic intelligence to learn your method, have a record of few job changes and have a competitive spirit. They need not necessarily have had specialty selling experience, but if they have had some related selling experience it will enable them to catch on faster. They should be in good health, present a good appearance, though they do not necessarily have to be "personality boys." They must have the ability to get along with people and must want to work for you.

HOW TO HIRE THESE MEN. It is important that considerable time be spent in recruiting. Careful screening should be done so that the right men, or man is picked, since it is a costly process if you lose one after you've trained him. Try to get a large number of men to pick from as your chances of getting a good one out of 20 are ten times as great as finding one out

of two. It should be noted here, that good men aren't wandering around looking for jobs . . . you are going to have to find them. Here your own reputation and your own public relations are going to be important.

There are a number of ways of recruiting candidates. There are the old tried and tested methods of advertising in the classified sections of the newspaper and checking with employment agencies. You can get a lot of men this way, but generally not the kind of men we are seeking. I have had considerable success in adding to my sales force by a simple appeal on my television shows indicating that our business was growing and we have an opening for a good man on our floor. Most of you do not have a television show, but this might be done as well on radio. Be sure to mention all of the good things about the job. Don't advertise in these times for door-bell pullers, or canvassers, or straight commission . . . you will not attract any of the right men and you'll be lucky if any respond. You might even say-NO COLD CANVASSING. Say something about salary and commission, and be sure to talk about your training program. Don't try to save money on the recruiting program, take adequate space and give a good job description. Sometimes an ad on the sports page of your local paper will attract.

Don't overlook other ways of finding mensuch as good men in related businesses around town—a good gas station attendant—or a super market clerk. Remember, most good men already have jobs elsewhere! Your preacher, banker, or a teacher friend may know of a promising boy, or you might find one just coming out of the service. Your own salesmen, or one of your other employees, may have a friend or relative worth recruiting. Ask your customers if they know of any likely prospects. Bear in mind that the purpose of recruiting is not to attempt to pin-point a man you want to hire—but to get a field of applicants to look

SCREENING AND SELECTION. First, you must do preliminary screening. (On the basis of a written application or a brief conversation you can usually eliminate candidates who clearly lack necessary qualifications.) Don't let the screening turn into a gab-fest and don't let appearances deceive you, either for bad or for good. All good salesmen are not necessarily tall or handsome and they may not even be glib talkers. In 10 minutes you should screen out those who are obviously unfit. Do this preliminary screening on paper. Forms for this and a later more comprehensive interview as well as application forms, personal history records and work reference forms can all be purchased through personnel training firms. If you



Mort Farr, Upper Darby, Pa., appliance-TV dealer

wish to be more selective, aptitude tests can be purchased and these firms will appraise them for you. Be sure to jot down on paper your first impressions of the man. This may help later. At times the opinion of two people will be of value in making a selection. In this screening you might give consideration to such things as: is he unwilling to work nights and weekends; is he a job-hopper; has be been making too much money to be satisfied with your job; does he have any of the kind of experience the job requires? Now, if he passes the preliminary screening, he is ready to fill out an application form. The RIGHT FORM is a MUST! You must get all the information you need for your records and for checking the applicant's history. The form should be a comprehensive one and applicant should be made to fill it out completely in detail. He is going to give you the best information about himself at any rate, but you want all you can study, analyze and investigate—so you can evaluate his past in determining if he has a future with you. There are basically two things you are looking for. One—ability, which is basic aptitude or capacity. Two-motivation-this consists of the forces inside a person giving him the drive to achieve goals, plus the outside forces bearing upon him, such as a family to give him the incentive. After studying the background of the applicants and determining which of them you might be interested in hiring, check the work references he has given. Here it is best if you can make a personal call on a former employer (you may find out things that are never put in a letter of recommendation).

THE FINAL INTERVIEW. At this time you will need (preferably written) a job description defining the duties and what is expected of a man, plus the compensation plan you are offering. You will also need a final evaluation sheet, or a blueprint of the man, which will include a list of all the qualities you were looking for plus some you will determine from the record. For example, has he stayed in one line of work (selling); is he a hard worker; does he get along with people; will he stick to his job if the going gets tough; does he handle money well; is he loyal; how does he speak of former employers? Bear in mind that men do not change very much and you can safely predict the future of a man with a good history. In picking a man, remember that a salesman is a most important investment for any dealer. The reputation of your store as well as your profits depends on how well he serves your customers.

MORT FARR WILL DISCUSS: How to train a new salesman.





Bean Pot Set

Its versatility almost makes it the "eighth wonder" of the world. Simmerbakes beans to old fashioned goodness, prepares soups and stews to perfection, to mention only a few sales appeals. It's the perfect answer for customers looking for "extra" uses in an appliance. Dealers coast to coast have found it a popular traffic appliance leader. Now's the time to order the West Bend Bean Pot set for holiday selling - you'll be amazed at the way it "cooks up profits" on your gift appliance counter.

Prepares dozens of popular dishes with extra goodness













WRITE DEPT. 18A WEST BEND ALUMINUM CO., West Bend, Wisconsin

ECONOMIC CURRENTS

Platforms and Business: The Parties Almost Agree

By the McGraw-Hill Dept. of Economics

WHAT can appliance dealers expect of the national administration and Congress to be elected in November? A look at the platforms shows a close similarity between the two parties on most economic issues, though you'll be hearing heated arguments on details and methods of approach. Here's how the parties are lined up on policies to continue our high level of

AID TO SMALL BUSINESS

One of the most important issues to appliance dealers is that of aid to small business. The Republicans would give a direct tax cut of one-third to businesses with incomes of less than \$25,000. The Democrats are also in favor of a tax cut, although they do not mention any specific amount. Both parties would expand the Small Business Administration which scheduled to expire in mid-1957.

Both parties favor tightening the control over mergers which tend to create monopolistic control. And both parties are also in favor of extending more government contracts to small businesses and of reducing the paper work now necessary for small businessmen. Both parties agree that the government should try to create jobs in areas which are temporarily depressed by encouraging industry to go into these areas.

MINIMUM WAGE

The Republicans would extend the minimum wage law to cover more workers. The Democrats would ask for this, too. But in addition they would ask for an increase in the minimum wage from \$1 an hour to \$1.25.

On the subject of taxes, the Democrats favor increasing the personal exemption from \$600 to \$800, thereby giving relief to low and middle income groups. The Republicans also favor giving tax relief to low and middle income families, but they emphasize that they would give first consideration to balancing the budget and to reducing the national debt. Although the Democrats express interest in balancing the budget and reducing the particular the particular them. ing the national debt, they put more emphasis on reducing

FARM POLICY

The farm situation has been a thorn in the side of the Republicans for some time. Net farm income has declined nearly a billion dollars a year in the past 3 and one-half years. To provide some measure of relief to sinking farm incomes, the soil bank program was set up by Congress this year. It provided payments to farmers for not growing on a portion of their land. Both parties agree on the value of this program and are in favor of both its growing and continuation.

and are in favor of both its expansion and continuation.

But in addition to the soil bank, the Democrats would support basic crop prices at 100 per cent of parity to keep farm incomes up. (This would maintain historical relationships between prices farmers receive and prices of things they buy.) And the Democrats would extend price supports to feed grains and perishables. Republicans, on the other hand, are in favor of flexible price supports which would line up price supports more closely with current demand.

Both parties would aid farmers by continuing and expanding (Continued on page 41)



this will be the

hottest portable TV Christmas...and

Hotpoint

has the hottest portable TV line!

Therefore, Mr. Dealer...your best bet for top volume and profits is that hot HOTPOINT TV line!





Size, weight, price, performance, color, variety-EVERY way you look at it-

Hotpoint has the hottest PORTABLE TV LINE!



THE TV PORTABLES!

Hotpoint's sensational new 13-pound Portable is one of the greatest traffic-builders in the industry. At \$99.95 (manufacturer's suggested retail price), it's a great seller, too. A natural for Christmas, in vivid two-tone color combinations. 43 square inches of viewable picture area. Shown: Model 9S102.

HOT FEATURES
HOT STYLING
HOT PRICING



PRICE LEADER PORTABLE

Up from the 13 lb. model, here's a big-screen Hotpoint Portable TV in an attractive cabinet at a price Christmas buyers will love. In eyeappeal and in operation, it's superior to price leaders in other lines. Two-tone cabinet. 96 square inches of viewable picture area. Shown: Model 14 S 201.



MR. IN-BETWEEN-THE PORTABLE MANY BUYERS CHOOSE!

Hotpoint's new deluxe Portable weighs only 26 lbs., but has the Mirrorized Picture Tube, Shaded Glass for outdoor viewing, and Hotpoint features that make it an amazing value at a price comparable to other manufacturer's tiny sets. 96 square inches of viewable picture area. Shown: Model 14S 203.



THE ALL-PURPOSE SECOND SET -BIG SCREEN PORTABLE!

This new Hotpoint Portable is perfect for families who want a second set this Christmas. Its big screen is ideal for family viewing. But it's a real Portable, with attractive two-tone aluminum cabinet and carrying handle. Weighs just 32 lbs. 144 square inches of viewable picture area. Shown: Model 17 S 301.



BUDGET-PRICED TABLE MODEL has exciting new Hotpoint features. In smart Ebony finish cabinet. 261 square inches of viewable picture area. Shown: Model 21S401.

Plus new Hi-Vi
table models and
consoles with
power tuning and
remote control



ET

reen able, arryches 301.



GIANT SCREEN CONSOLE is Hotpoint's top luxury model, in Light Oak or Mahogany wood veneers. 324 square inches of viewable picture area. Shown: Model 248802.





DELUXE TABLE MODEL has Power Tuning, optional Remote Control. Light Oak or Mahogany finish. 261 square inches of viewable picture area. Shown: Model 218451.



NEW HOTPOINT CONSOLE offers console luxury at table-model prices. Mahogany or Light Oak finish. 261 square inches of viewable picture area. Shown: Model 218501.



NEW AUTOMATIC CONSOLE has all Hotpoint's great new automatic features. Light Oak or Mahogany veneers. 261 square inches of viewable picture area. Shown: Model 218551.

For a big

Hotpoint

Portable TV

Christmas...



HOTPOINT GIVES YOU TOO!

The big Christmas build-up began last month—it's on NOW!

4-page ads, color spread after color spread, page after page— in America's largest weekly magazines, LIFE and the POST.

PLUS

Saturation
NETWORK RADIO on
NBC's famous "MONITOR"!

PLUS

A huge NEWSPAPER advertising campaign!

BUILDING UP TO CHRISTMAS

-NEARLY ½ BILLION

ADVERTISING IMPRESSIONS

FOR HOTPOINT HI-VI TV

PLUS

Sensational new promotions to draw traffic and turn advertising power into SALES!

- ★ Hotpoint TV's "Eleven Presidents Speak" record promotion, taking advantage of this Fall's election excitement!
- ★ Hotpoint's Christmas Toy promotion, making your store a stopping point on every parent's Christmas shopping tour!

Place your Christmas order for Hotpoint TV NOW-and make it big!

This is going to be the biggest Portable TV Christmas ever—so you'll want to have plenty of sets in stock for the Christmas rush.

Hotpoint is the hottest Portable TV line—offering the widest selection, most attractive features, best pricing. Hotpoint is your best chance to cash in big on the Christmas Portable demand.

Hotpoint TV's rolling thunder advertising campaign and redhot promotion schedule is huge, by any standards. It's building to a giant ready market for Hotpoint Hi-Vi TV this Christmas!

And now is the time to make sure you're ready by placing your Christmas season order. So . . .



See your Hotpoint TV Distributor today!

Hotpoint His TV

Hotpoint Co. (A Division of General Electric Company), 5600 West Taylor St., Chicago 44, Illinois

ECONOMIC CURRENTS (continued)

the school lunch and milk programs. They would also promote research programs to develop new uses of crops and encourage conservation programs by enlarging the allowances given to farmers.

CREDIT

As for controls over credit and interest rates, the Republicans are in favor of letting the Federal Reserve Board operate freely—even though these policies might mean a credit squeeze and rising borrowing costs. Although tightening credit is a means of curbing inflation, it puts an especially hard burden on small business.

The Democrats would handle the credit problem a little differently. They would be more inclined toward easier and cheaper money and would try to control inflation by other measures. And they would keep a closer guard over the Federal Reserve Board than the current administration.

UNEMPLOYMENT INSURANCE

Both parties would strengthen the unemployment insurance program. However, the Republicans would emphasize that this is a state responsibility while the Democrats would take more direct action on the Federal level to extend coverage.

SCHOOLS

Federal aid to school construction is favored by both parties. But the Democrats would go one step farther and also provide aid to the states to help reduce the teacher shortage. The Republicans would leave this to the states to handle.

TRAFFIC POLICY

For the first time in history, the Democrats have criticized a Republican Administration for not giving adequate protection to American industry. They pledge correction where imports of foreign goods are resulting in serious economic injury to American producers.

Thus as the fight for election becomes more heated, the

Thus as the fight for election becomes more heated, the emphasis may shift in both parties. But the thinking underlying both parties is probably closer than it has been for many years.

End

APPLIANCES





FLOOR & RUG CONDITIONER POLISHER-SCRUBBER-RUG CLEANER

THAT WILL BREAK THE SALES BARRIER FOR YOU

Not just a fine Polisher-Scrubber, but a RUG CLEANER too! And . . . what a value! Satisfied buyers have been paying \$76.75 for this combination, \$66.00 for the Polisher-Scrubber Unit and \$10.75 for the Rug Cleaning Attachment. NOW, you can offer the works — SCRUB, WAX and POLISH ALL FLOORS — BUFF FLOORS AND FURNITURE — SHAMPOO RUGS SPARKLING CLEAN — ALL AT A BIG SAVING OF \$26.80.



wn a share of



Model FPR-18



AMANA REFRIGERATION, INC. - AMANA, IOWA



Model 350C

Here are three great products from Amana—the wonderful stor-mor freezer, guaranteed to outperform all others...the magnificent new AMANA FREEZER-Plus-REFRIGERATOR...and the revolutionary new AMANA CENTRAL-SYSTEM AIR CONDITIONER for homes large and small.

America



ith Amana

Join the thousands of Amana Appliance Dealers who are building their future security this Great Amana Way!

It's NEW! It's FABULOUS! It's for all Amana dealers...to help them build their future security!

It's the "OWN A SHARE OF AMERICA" promotion! It can't miss!

It's been accepted with unanimous enthusiasm by thousands of top appliance dealers all over America!

It's a promotion that actually gives Amana dealers shares in the united science fund—one of the most outstanding and diversified

mutual investment funds in America today!

The more you sell Amana products—the greater your profits and security through the "OWN A SHARE OF AMERICA" plan!

Your Amana man will be happy to give you complete details of this magnificent new promotion. Or, if you prefer, write or wire AMANA REFRIGERATION, INC., AMANA, IOWA. We will be delighted to tell you how wonderfully well the "OWN A SHARE OF AMERICA" promotion can and will work for you.



ACT NOW! SIGN-UP NOW! Build your profits... build your future security with Amana. Sell the complete line of Amana famous quality refrigeration products. "OWN A SHARE OF AMERICA"—the Amana way!

| • | Amana Refrigeratio | n, Inc. | |
|---|---|-----------------------------------|--------------------|
| 7 | Amana 16, Iowa | | |
| | I am interested in the A send me complete deta | mana "OWN A SHARE OF AME ills. | RICA" plan. Please |
| - | NAME | | |
| | BUSINESS ADDRESS | | |
| | СПУ | COUNTY | STATE |
| | PHONE | | |
| | | | |

* * * * * * * * * * * * *



Chrome units illustrated-inquire about complete color line.

KitchenAid stops traffic ... and starts sales!

Just put this pair of KitchenAid products in action and you'll see your store traffic "lookers" stop and take notice. Both the KitchenAid Food Preparer with Hobart planetary action covering every part of the bowl, and the KitchenAid Electric Coffee Mill with the freshly ground, wonderfully aromatic coffee pouring into the measuring glass, will spark plenty of interest and buying action when you show them in operation.

All three mixer sizes—the three-quart 3C, the four-quart K4B and the five-quart K5A have the performance-proved features that have been pioneered and developed by Hobart. These KitchenAid Food Preparers have a full line of easy-to-use attachments that take the unpleasantness out of shredding, slicing, straining, chopping and mixing foods of all kinds. Just show your customers how simple and easy it is to change attachments, how quickly the looks and consistency of solid foods can be changed to suit their needs with a KitchenAid Food Preparer. They'll be surprised at the difference in KitchenAid...and you'll be pleasantly surprised at what a difference it makes to demonstrate the difference!

The aroma of freshly ground coffee is probably the most satisfying aroma there is to

most adults. Grind a bit of coffee fresh from the whole bean right in front of your customers. You'll find it will produce most satisfactory sales results. The KitchenAid Electric Coffee Mill not only gives freshly ground coffee at the flip of the switch but it also helps get more cups of coffee per pound—for when coffee is always at full strength, you don't need as much coffee.

KitchenAid

The Finest Made...by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

Write to KitchenAid Electric Housewares Division, Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto 2.



SAFE ELECTRICAL CORDS!

The movement to insure greater safety in modern electrical homes, through the use of flexible cords carrying the Underwriters' Laboratories "Flag Label",* has won nationwide support. The National Safety Council, the International Association of Electrical Inspectors and the trade associations in the electrical industry, wholeheartedly endorse the Safe Electrical Cord program.

By voluntarily submitting their products to expert, impartial inspection, producers of power supply cords and extension cord sets have established a high quality and safety standard for portable wiring. And constant educational effort through press, radio and television is making the public keenly aware of the safety significance of this blue or green paper label.

In selling electric appliances and portable lamps, you will find that the Flag Label—when pointed out to customers—is an effective sales stimulant . . . an important point in favor of your merchandise. So be sure the lines you sell offer the added safety appeal of Flag Labelled power supply cords or extension cord sets.



Safety Flies This Flag!

THE SAFE ELECTRICAL CORD COMMITTEE 155 East 44th Street, New York 17, N. Y.



DU MONT MAKES FALL-SEASON SELLING **EASIER FOR YOU!**

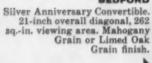
Right now-at the start of the peak TV season-Du Mont launches 3 new Silver Anniversary Models to roll up volume for you fast - and consistently!

Priced to build store traffic and sales. Beautifully styled, finely engineered, and quality built to outperform and outlast all ordinary competition!

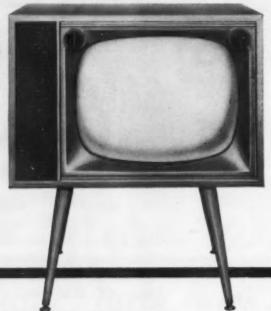
Here they are -designed to give you and your customers the best.



BEDFORD



Silver Anniversary Table Model. 21-inch overall diagonal, 262 sq.-in. viewing area. Mahogany Grain or Limed Oak Grain finish.



And Remember . . .

The New





Silver Anniversary 1931 - 1956

Franchise Supports you with

- 1 The most respected name in television. Du Mont gives you the prestige line-known and accepted as "the finest in television".
- Price maintenance. With Du Mont quality you can sell at full list price. There's no need to cut. Your profit is assured.
- 3 No "across-the-board" franchising. Quality dealers, not quantity distribution, under the new Du Mont policy.
- 4 No "yearly models", no "old stock". New models added with discrimination. No forced changes to leave you with "old" inventory on your floor.

Call your Du Mont Distributor today. Tell him you want to see the New Silver Anniversary Models - Fast.

Allen H. Du Mont Laboratories, Inc., 13 Market Street, East Paterson, N. J., Manufactured and Distributed in Canada by Canadian Aviation Siectronics, Ltd.,



FIRST and ONLY manufacturer to assure your heater profits with the exclusive

PROFIT PROTECTION PLAN

Your space heater profits are assured, and Magic Chef pays the premium! To back up the brightest, most sales-appealing line of oil and gas heaters ever designed, Magic Chef now offers a plan unprecedented in the industry. The Magic Chef Profit Protection Plan takes the risk out of end-of-the-season inventory.

Only a heater line sure of success could dare to offer such a revolutionary profit protection plan. With this plan and with Magic Chef features, you can make more money on heaters in 1956 than ever before. Ask your Magic Chef representative for details.

MAGIC CHEF, INC. ' ST. LOUIS 10, MISSOURI

Here's How You Benefit!

- 1. Carry complete stocks for adequate display and immediate delivery. More sales without risk of overstocking.
- 2. Get longer discounts on larger shipments. Extra profits are automatic.
- 3. Save shipping charges on big orders. More profitable operation.
- 4. More "early bird" sales. Order early to cash in on first cold snap. Invoices will be dated for Fall.
- **5.** Get jump on competition on end-of-season sales, or be paid to carry over.



It's HI-FI in sound . . . and the <u>new</u> buy-word in gas heaters is

Magic Chef HI-FIRE

A series of console-styled radiant circulators at three volume prices15,000 BTU 844.95 20,000 BTU 854.95 30,000 BTU 864.95 Magic
Chef
IN RANGES AND
SPACE HEATERS

JOHNSTON POWER MOWERS-

Offer Best Profit Opportunity

in Quality Field •

Your Wholesaler NOW has

complete Facts • 1957 Line

... and Promotion .

CONTACT HIM AT ONCE

JOHNSTON—The Main Line For The Middle Market—

Presents Exclusive New Models . . .

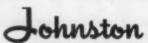
New Styling . . . New National Advertising . . .

New Promotion . . . New Co-operative Advertising . . .

New Service Facilities . . . Extra Discounts.

Call In Your Wholesaler Now.

See Johnston At Hardware Show.





JOHNSTON LAWN MOWER CORPORATION, Dept. EM1056 Brookhaven, Mississippi

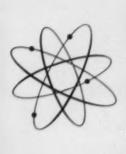
Subsidiary of Jacobsen Manufacturing Company, Racine, Wisconsin



THE MOST EXCITING DISCOVERY IN APPLIANCE HISTORY IS HERE!

KELVINATOR ELECTRONIC RANGE

Cooks with Radio Waves instead of Heat



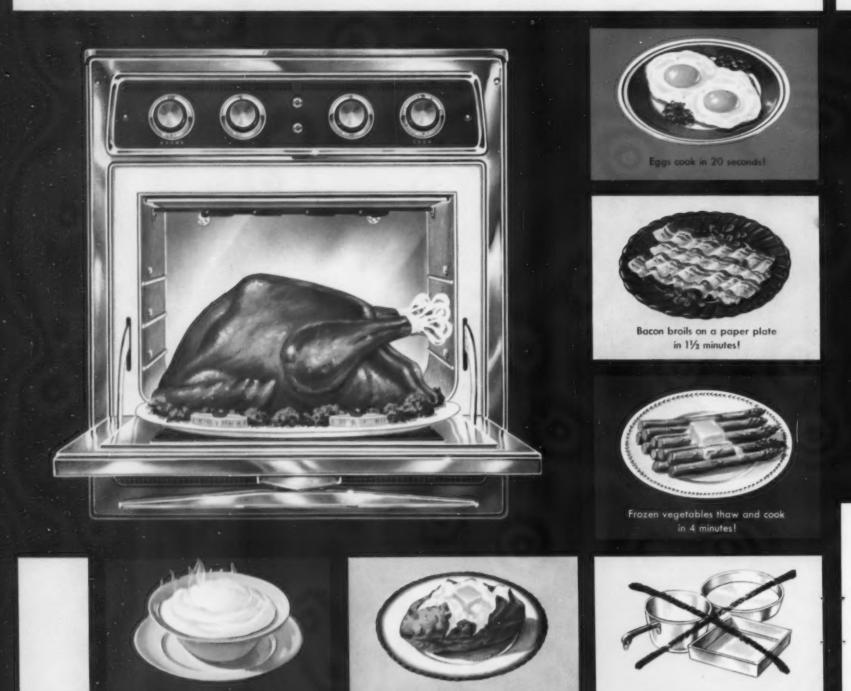


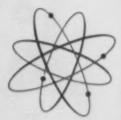
IT'S A ONCE-IN-A-LIFETIME OPPORTUNITY FOR KELVINATOR DEALERS! IT'S READY RIGHT NOW!

HERE'S THE STORY!

KELVINATOR ELECTRONIC RANGE,

Crowds Throng to Kelvinator Dealers' Stores, Large and Small.





Breakfast cereal cooks in the

dish it's served in!

Out of the laboratory - into your store. A new and fantastically fast kind of cooking and a new way to "Have and to Hold" heavy traffic.

Potato bakes in 4 minutes!

"Seeing is believing." The magazines and newspapers have repeatedly reported to women the incredible benefits of electronic cooking and now they want to see for themselves! Field test after field test has conclusively proved that this is true. Make your Kelvinator Electronic Range activity a major

store promotion for this fall and winter. Strike while this enthusiasm is "red hot." Local newspaper advertisements, radio and TV spots, a new kind of direct mail with proven pulling power, window and floor displays, yes, everything you need is ready and waiting. Act now!

Cook without pots, pans or hot-pads!

All you need is 24" of space.
We have the product and the program!

PRODUCT AND PROGRAM READY NOW!

Pre-tested Programs and Promotions Produce Sensational Results.

HEAVY SALE OF RELATED PRODUCTS REPORTED AT ALL ELECTRONIC RANGE DEMONSTRATIONS



North Ceroline: Traffic—3160; good prospects—1590; Sales: 3 Foodgramas, 8 Refrigerators, 6 Washers and Dryers, 2 Freezers and 2 Electronic Ranges.



Missouris 600 prospects in 3 days in town of only 1441 people; 9 Kelvinator Range sales.



Georgies 130 Kelvinator appliances sold during Electronic Range demonstrations, including 25 Refrigerators and 25 Ranges.



Chicagot If you were there you'll remember. The liveliest spot in the summer show, The Kelvingtor Electronic Range Demonstration Center.

IT'S EASY, IT'S QUICK! IT'S EXCITING TO DEMONSTRATE!

Yes, even if you can't boil an egg on an ordinary range you can cook on an Electronic Range. Your salesmen can too. Your customers can do it and will want to. And when your customer uses the range she demonstrates to her own satisfaction the speed, the coolness, the safety of this miracle cooking. And only in the Kelvinator Electronic Range do you get steaks and chops to exactly the color and crispness the housewife favors.

Make no mistake about it, the Kelvinator Electronic Range is not only an unbeatable traffic builder, it is the way many of your customers will soon be doing their cooking.

The market is there, the product is right, the programs are ready, the opportunity is now!

d

It's this easy to start the demonstration, the Customer and the Range do the rest



No fuss, no bother, no chef's hat.

Turn on the range, set the timer for 90 seconds, pop in bacon on a paper plate. While the sizzle and the smell are doing the selling tell her all about electronic cooking. When the signal bell rings, the bacon is done and your part is done.



Next let her do-it-herself!

Now invite your prospect to bake some brownies herself and take them home in the box she bakes them in. Every woman leaps at the chance. Here is a demonstration that takes only five minutes yet gives you adequate opportunity to qualify every prospect for her next appliance purchase.



It will work for you!

In 5 minutes you've established confidence in your store, you've sold Kelvinator, and you know the Kelvinator appliance she would most like to own. We know it works because we've proved it in market after market. Get complete information today!

... AND HERE'S ANOTHER PRE-TESTED AND PROVEN PROMOTION FOR KELVINATOR ELECTRIC RANGES!

It combines a Deluxe Range priced for volume and a New Party Grill as a traffic builder and sales closer



IT'S A REAL SPECIAL!

NEW KELVINATOR
FULL SIZE—FULLY AUTOMATIC
ELECTRIC RANGE

Features! Features! Features! At a price anyone can afford

7-Heat Switches . . . Automatic Oven Timer . . . Minute Minder . . . Appliance Outlet . . . Non-Fogging Oven Window . . . Oven Interior Light . . . Self-Cleaning Rod-Type Broil and Bake Elements . . . Storage Compartment with Drop-Door . . . Full-Width Storage Drawer . . . Lift-Out Bowl-Type Porcelain Drip Pans . . . Beautiful Modern Backguard with Full-Width Fluorescent Light.

IT'S A REAL TRAFFIC BUILDER!

KELVINATOR PARTY GRILL

Toasts - Fries - Grills Thermostatic Control

This deluxe Party Grill is a Kelvinator exclusive; the regular retail price is \$29.95, yet you can advertise it for over 50% off as a self-liquidating traffic builder. In every market this offer has proved to be the kind of a bargain that women can't resist. And the percentage of conversions to range sales has been extremely high. A complete promotional package is ready, everything you need to get the program on the road. Start your fall range activity now.



Operates on 110 Volt, AC



TELECHRON TELLS AMERI THE NOVEMBER It's the most powerful promotion ever conceived for the clock-radio industry . . . it's designed to give dealers and wholesalers a new kind of Christmas selling season . . . a 60-day selling season! It's a brand-new kind of promotion with thousands of disc jockeys on thousands of radio stations telling America again and again: "Wake up to the music of the stars!" It's a personality promotion featuring the top recording stars, the nation's favorites, from RCA-Victor, Columbia and Capitol, in ads designed to stimulate public interest, boost Christmas sales! It's starting in The Saturday Evening Post, November 3, on newsstands October 30, with an exclusive, hardhitting spread . . . a spread that millions and millions of able-to-buy Post families will read and respond to. And it's backed up again by a page in the Post, November 17! It's your big chance to increase your clock-radio sales. Display and sell the products advertised in the Post and cash in on the most exciting and profitable promotion ever! -gets to the heart of America

Want more action on both

PUT CHICAGO TRIBUNE

HELPS YOU SELL MORE THESE FOUR WAYS!



MORE READERS! Advertise in the Tribune and you reach hundreds of thousands more families than are reached by any other Chicago newspaper. You get your story to the people who account for the bulk of Chicago appliance purchases.



MORE SUYERS! Chicago families naturally turn to the Tribune when they want shopping information. They know the Tribune gives them by far the largest volume and variety of home merchandise offers.



MORE TRADE IMPACTI A schedule in the Tribune is one of the best sales points you can give your factory and distributor salesmen to use with Chicago dealers. Many of them build their own advertising programs around the Tribune.



MORE DEALER SUPPORT! Chicago dealers merchandise your line enthusiastically when they know you promote it in the Tribune. Their own experience tells them the Tribune produces more cash register response than any other medium you can use.

YOU OWN THE STRONGEST CONSUMER-FRANCHISE IN CHICAGO ...

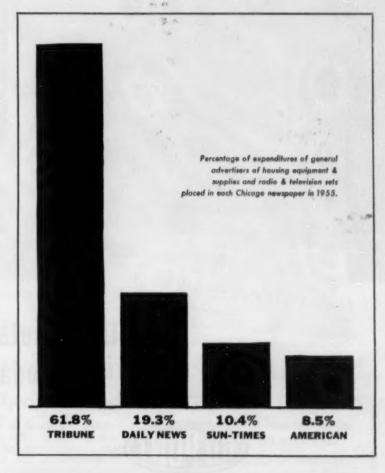
sides of the counter? SALES POWER TO WORK FOR YOU!

YOUR Chicago sales drive takes on new excitement when you concentrate your promotion in the Chicago Tribune. You're using the most powerful durable goods medium in the huge Chicago market. Dealers back you up more aggressively...consumers respond faster.

That's why the advertising record of your industry so consistently favors the Tribune. Year after year, general advertisers of appliance store products invest more advertising money in the Tribune than in all other Chicago newspapers combined.

You get the most out of advertising in the Tribune when you base your program on a Chicago Tribune consumer-franchise plan. We can custom-build such a plan for you, based on current market conditions, where you stand and where you want to go in Chicago.

Dozens of other manufacturers have used this strategy to build more volume and stronger market positions here. It can produce the same outstanding results for you. Get the full story from your nearest Tribune representative today.



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WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!



DULUX® meets the exacting requirements of today's topflight manufacturers



"DULUX" ENAMEL

Batter Things for Better Living . . . through Chamistry

America's leading home-appliance finish

Over 53,000,000 major home-appliance units now in service are finished with Du Pont DULUX Enamel.

LEADING APPLIANCE MANUFACTURERS know that durable Du Pont DULUX is a finish of *consistent* quality. Every shipment of this fine finish meets the *same* rigid specifications, And that's just one of the important cost-cutting, sales-winning advantages that DULUX offers.

Constant research by Du Pont chemists has resulted in a finish that gives more rugged resistance to chipping, cracking, scratching and staining. Application costs are lower, too—without sacrifice of quality appearance and dependable performance.

DULUX keeps its flawless appearance after years of constant use in the home. Its easy cleanability, resistance to wear and long-lasting whiteness help build the continued customer satisfaction so vital to the success of any appliance line. No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.

CRAMPED FOR SPACE?

Complete Dormeyer Power Tool Dept. Takes Only 28 Inches!



and...Returns a Net Profit of \$51.30

Bright, colorful unit comes completely assembled

Are you cramped for space, but still want a complete power tool depart-ment? Then look to DORMEYER! With the 28-inch wide Complete Dor-meyer Power Tool Department you get fast turnover and \$51.30 profit for a small investment of only \$85.50.

Here's the most marvelous invention since the shoe horn. This 28-inch Complete Dormeyer Power Tool Department slips in anywhere. And, even though it's small, it packs a mighty sales wallop. That's because Dormeyer Matched-Craft Power Tools are wanted and preferred by both hobbyists and home-owners alike. They're low in cost and built rugged and dependable to last for years.

Completely assembled unit (Model 5-3822) shown contains:

- #5-2001 Dormeyer ¼" Wrench-Lok Drill
 #5-2201 ¼" Drill with famous Geared Chuck
 #5-2000 Big Capacity Portable Power Saw
 #5-3300 Dormeyer DeLuxe Wall Cabinet type
 ¼" Drill Kit
 Consumer Literature and Special Sales Manual

Be a Franchised Dormeyer Dealer ... New Plan Just Announced!

See your Dormeyer distributor about the new Dormeyer Franchised Plan. It offers exclusive dealerships, merchandising aids and seasonal promotions. All designed to help you make more money with DORMEYER.

For a complete catalog of these and other Dormeyer Power Tools, call your distributor or write to Dormeyer

DORMEYER CORPORATION . POWER TOOL DIVISION . CHICAGO 10, ILL.

NEW DORMEYER PRE-SETS YOU UP FOR STEADY

See how a strong, heartwarming theme gives your Dormeyer merchandise a highly





NOVEMBER 11

NOVEMBER 18

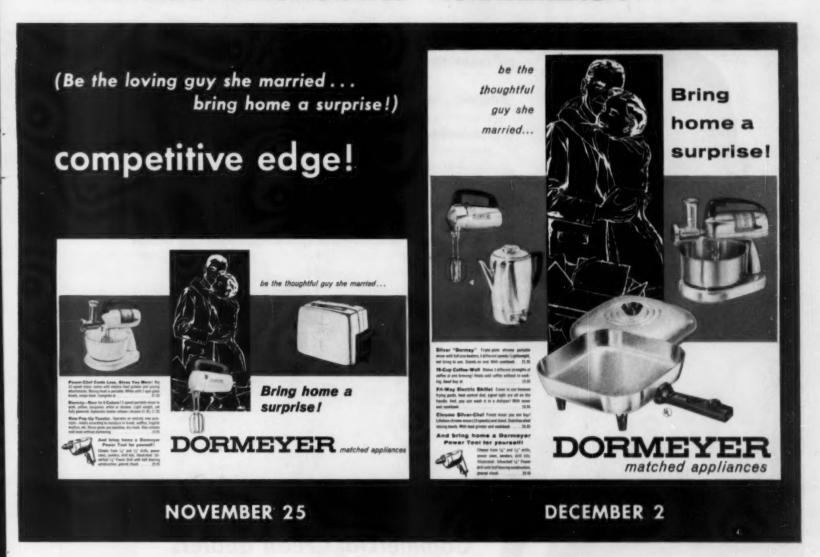
These Ads reach 25 Million Readers

Including PARADE and THIS WEEK

Now's the time to stock in depth on featured merchandise. For

DORMEYER CORPORATION

CHRISTMAS CAMPAIGN YEAR-ROUND SALES!

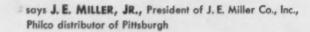


Each Week via Newspaper Magazines in 84 MAJOR MARKETS

details and free tie-in material write us or see your Dormeyer salesman

Kingsbury and Huron Streets · Chicago 10, Illinois

"...played an important part in the development of some of our best dealers"



"We've used Commercial Credit Plan since we started business twenty years ago. Their service has played an important part in the development of some of our best dealers. The floor plan is particularly beneficial at the start of each selling season. With just one source of financing because Commercial Credit has offices located throughout our territory, the problem is greatly simplified for us and our dealers."

Commercial Credit dealers are <u>successful</u> dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?

COMMERCIAL CREDITIPLAN

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$190,000,000 . . . offices in principal cities of the United States and Canada.

VOL. 88

NO. I

Consumers complain that service today takes too long, costs too much and is poorly done. Some of these complaints are valid, manufacturers, distributors and dealers admit. But they've got problems, too — including manpower, training, more complex products, and the consumer herself. One thing is obvious. As more appliances are sold and as they become increasingly complex, the service problem is likely to become even more troublesome. That's why . . .

Something's GOT to Be Done About Service

By TED WEBER, JR.

SOMETHING'S GOT TO BE DONE ABOUT SERVICE

(continued)

Here's what the customer doesn't like about today's service . . .



It takes too long



It costs too much

"We bought a TV set last year and in a short while had to fork out \$72 for a new picture tube," the Salt Lake City newspaperman continued. "We had a big argument about the warranty and the damn set still doesn't work too well. In any event, after I called back to the dealer several times wanting additional service they just quit coming out. So now we're in the clutches of these \$4 a call boys. The hell with it. The only time I look at the set is when there's a good ball game or a fight on."

That's one side of the service story. But in the same newspaper office a copy reader has

a different view of service.

"Our TV set's over a year old. We had a little tube trouble just recently and the serviceman came out, replaced the tube, and didn't even charge me a service call. I'll swear by----. They're all right."

Those are the extremes in consumer reaction to service. But today, as the entire appliance-radio-TV industry shows increasing concern over the type of service it is rendering, these extremes reflect what is probably the industry's most troublesome problem.

The trouble is simple—the customer just doesn't understand service. The newspaperman whose set wouldn't work and who had been unable to get service on it admits that he doesn't understand service. But his friend who equates good service with a free tube replacement is equally confused. Good service lies somewhere between poor service at a price and good service at no cost. But few customers today understand just what they can legitimately expect from "good" service—and too many are beginning to worry over what they'll have to pay for "poor" attention.

The servicing industry faces plenty of technical problems—manpower, product design, standardization to name a few. All of these, however, are susceptible to reform from within the industry. It's in the field of customer relations where service is having its biggest trouble—and many experts feel things will get worse before they get better.

For one reason or another, the customer just doesn't understand the facts of life as far as product service is concerned. This may

be because (as a Seattle dealer puts it) "they're crooked—expect a lot without paying for it." Or it may be simply because no one has yet done a real job of—explaining the servicing industry's problems to the public.

What's happening as a result of this? The industry is getting a black-eye as the dissatisfied customer repeats her tale of woe throughout her neighborhood. The dealer and the manufacturer lose future sales. And the responsibility of servicing must be assumed by someone else. Here's an idea of how tangled the picture can get. It's a story from a western city.

That's a local view. Now take a broader look at the problem. Writing in a recent

issue of Electrical World, a McGraw-Hill publication, Detroit Edison's Fred Compton reports on findings of a survey conducted by 30 utilities. After sketching the various types of service offered Compton concludes:

"Is it a small wonder then that we have on occasion confused, frustrated customers? We really do not provide any consistent, unified, coordinated appliance service."

That appeared in a trade magazine. But consumer resentment is spilling over into consumer media. During the spring consumer complaints formed the basis of stories in the Ladies Home Journal, the Wall Street Journal and Sylvia Porter's syndicated newspaper column.

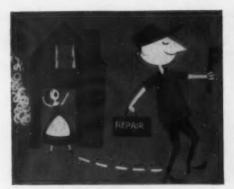
In her story "Fix It Please", Margaret Davidson homemaking editor of the Ladies Home Journal quoted letters from six homemakers in various sections of the country. All had gripes about appliance service. One North Carolina housewife told about her new druger.

"It shorted every time I used it. I've called two servicemen with no results but a statement the first of the month. Finally another dealer came out himself and spotted the trouble—the timer. He sent for a new one, and after three weeks put it in. Eagerly

But service is a headache for the dealer, too. He complains that . . .



It's hard to recruit,



The work is badly done

I washed the staggering pile of baby clothes. The dryer made a terrible noise—and stopped. Angrily I called the dealer back. He found the trouble—he had put the timer in backward."

"These are but single voices in a growing chorus of complaints from all parts of the country," Miss Davidson comments. "Perhaps among your friends there are those who have had their share of woe. It's time to take stock and look at the situation."

Columnist Porter contributed her share of "horror" stories which had been sent in by readers, then concluded that:

"Repairs are taking an increasing chunk of (consumer) budgets.

"The repair jobs seem to be less and less satisfactory.

"The competence of the mechanics appears to move in inverse ratio to the complexity of the appliance or machine."

Is the trade aware of what's happening? It's hard to get any definite answer but it's safe to generalize:

Manufacturers are disturbed—and their turning to centralized (controlled) service is only one symptom of their uneasiness.

Utilities recognize that the problem exists -but many stop short of considering the

ultimate development, utility assumption of servicing functions.

Distributors and dealers seem to be less convinced that it's a problem. ELECTRICAL MERCHANDISING editors in various parts of the country have been talking to dealers all summer long. There is broad difference of opinion as to whether or not service complaints (gripes about service rendered) are increasing. Some say yes, some say no, and a surprising number take refuge in qualifying their remarks. The latter group contends that service complaints have not increased in proportion to the number of goods sold or the mechanical complexity of these goods.

But just how big a problem is it? Is it merely a case of "growing pains" as industry volume expands and its product fields become broader? Or is it a steadily worsening problem which within itself contains the ingredients for a major industry headache five or ten years hence.

It's difficult to answer those questions. To begin with, it's particularly difficult to get any objective idea of just how good (or bad) service is today.

ELECTRICAL MERCHANDISING asked the homemaking editors of three leading women's magazine if their complaints about service were stepping up. One answered quickly: "How can it get any worse?" The second felt that service was a growing problem even though she had no statistics to back up her opinion. The third had noted no increase in subscriber complaints about the appliance service they were receiving.

Then ELECTRICAL MERCHANDISING editors fanned out across the country. Their first question: Has the number of service complaints (gripes as distinguished from ordinary calls from service) increased. Most dealers and distributors said no. But a surprisingly large group thought that they had.

In San Jose, California, for example, a dealer complained that "customers are getting more touchy about appliance service. Particularly they are skeptical about costs . . . my partner spends 15 to 30 minutes several times a day on the phone trying to explain to service customers what was done to their appliances to justify the bill. . . . It is very

depressing, and very costly, too."

From Phoenix a large retailer has a somewhat similar gripe: "As for getting unreasonable—yes. They're shopping more and putting the squeeze on the retailer to a greater extent. Maybe it's because they have more liquid cash and are able to get away from so much credit buying—but they want a pound of flesh with their service these days."

Two dealers in Helena, Montana, agreed that customers are more "touchy" about service today. "They are definitely demanding more services. They're not trying to be unreasonable—just trying to get everything free or extra they can."

A Lexington, Kentucky dealer says gripes are up about five percent. Another dealer in this area admits he has been receiving more complaints about service rendered. He blames non-servicing dealers, direct selling and builder sales for much of the increase and adds that the public just doesn't understand warranties.

A big distributor in Oklahoma City sees two reasons for growing complaints about service. "Customers are reluctant to pay the price for good service and many service personnel are indifferent to good servicing."

A Cleveland distributor says his complaints have increased 25 percent in the past year. Two other distributors in the area say their complaints have increased 10 percent and 30 percent respectively.

And so the story goes. For each opinion above a matching one could be found to the effect that complaints have not increased. There is bias on both sides. Some firms who handle their own service and are proud of it would be the last to admit that complaints over that service has increased. On the other hand, a dealer angry over slow delivery of parts or manufacturer handling of warranties is inclined to take a dim view of servicing in general.

But if you couple these dealer and distributor admissions of trouble with the consumer complaints mentioned by magazine editors it becomes obvious that service is posing a lot of trouble.

Even more disturbing, some of the problems causing service complaints today

MORE



Poor design often makes servicing more difficult



Manufacturing shortcuts create extra service work



The customer just won't read the instruction book

What's WRONG with Service?

threaten to become even more serious as time goes by. The general shortage of adequate service help, for example, gives promise of becoming more acute.

Before you can reach any conclusion as to whether service is the industry's next big headache, however, it would be well to consider the nature of the problem today.

WHAT'S WRONG WITH SERVICE

As indicated earlier the consumer and the industry expert examining service today would come up with widely varying diagnoses. Take the consumer's point of view first. Her complaints break down something like this.

It Takes Too Long

Ask almost any dealer what the customer complains about (or ask the consumer herself) and by far the most frequent answer will center on the length of time it takes to get a product fixed.

To many old-timers in the business this preoccupation with quick service seems strange. Dealers have always understood that service on a refrigerator or a range was critical as far as time was concerned. But washers, dryers and TV sets on the surface don't appear to be so vital. A woman ought to be able to wait several days for repairs on these products. But that doesn't seem to hold true today.

A Cleveland distributor, for example, complains that "customers increasingly expect immediate service on even minor adjustments." A dealer in Helena, Montana notes that his customers "want the same kind of service they get in a gas station. They expect to have their appliance serviced as quickly as their car." A Los Angeles dealer offered this formula for good service: "Give them everything they want, do it fast, and they're happy."

This consumer impatience to wait for repairs has resulted in some strange requests. A San Jose, California, dealer notes that customers are asking for "loaners" to use while their washers are being fixed. "We'd be in a swell fix if we tried to loan automatic washers—we'd have to have several of every make and model or spend an hour briefing the woman on how to use the loaner."

Yet the consumer's attitude is not a completely unreasonable one. For one thing, appliances have enjoyed part of their post-war boom thanks to the shortage of household help. The appliance takes over a chore which can't be hired out. The woman who has purchased an expensive appliance to handle that chore is naturally reluctant to do without it.

Use of an appliance develops new attitudes in the mind of the user. The woman who for years was content to hang her clothes out on the line finds that the same activity is quite a job once she has been accustomed to using a dryer. If the dryer breaks down she wants help quickly.

There's one other point to consider. People have been buying top-of-the-line appliances in increasing numbers. They've been doing so, says one magazine editor, because "they hope the 'extras', the more automatic features will be of use to them." Many persons have made some personal sacrifice to buy the "best". They're naturally impatient, then, when this highly-touted product doesn't work.

It Costs Too Much

Just as frequent a complaint is the amount of money it costs to have a product repaired.

Once again, past history is no guide to present performance on the part of the consumer. Several dealers pointed out to Electrical Merchandising editors that years ago customers didn't balk at a \$12.50 charge for radios or phonos. "But they scream at a \$4.50 TV charge today," a dealer adds.

There's no getting around the fact that the public today has little understanding of service costs.

A New York research group, for example, polled professional types (doctors, lawyers) as to their attitude on TV service. Among the questions asked was the customer's opinion of a legitimate minimum service charge for a TV set. In a market where the \$4.50 to \$5 minimum is widely used, not one of the customers pegged his guess that high. Their acceptable minimum ranged around \$4.

Certainly a basic cause for consumer gripes about price is that the average customer just doesn't understand the cost of maintaining a service operation. A Seattle dealer, for example, says his customers are puzzled by a minimum service charge and fail to understand why they should pay as much to have a screw tightened as to have a joint soldered.

And dealers seem to feel that the public in general would like to avoid paying anything at all. A Los Angeles chain operator says: "There's no complaint about costs—they just don't want to pay anything." A Phoenix repairman comments: "Like anything that costs, they complain."

There is also a pretty direct relationship between the type of work done and the fee charged. Several dealers point out that if the work is satisfactory the customer will pay what's charged. "But if it isn't right, you're in trouble," says a West Coast dealer.

For a lot of this misunderstanding the legitimate servicemen is suffering for the sins of his brethren. A Phoenix dealer contends that the public has "a built-in suspicion of servicemen. They think we are all get-rich-quick-robbers. They keep remembering those Readers Digest stories about what gyps servicemen are."

This feeling is widespread. A customer in Phoenix said he "couldn't prove anything but I'm suspicious. I keep feeling I've been taken." Men here seemed to understand service charges but the reporter notes that "all were highly suspicious and convinced they were paying for more service than they got." In Helena customers frequently thought that they were being overcharged.

This suspicion of servicemen is felt on both sides of the transaction. Thus one Seattle housewife complained that one repairman seemed to make his calls virtually a social visit and she was wondering if she was paying for his time while he was "shooting the breeze." Another Seattle resident complained that it hardly seemed necessary "to charge for every nickel nut and bolt when they're getting a \$5 minimum service charge."

On the other hand the servicemen, too, feel this suspicion. An Oklahoma distributor points out that the repairman knows he's going to be accused of overcharging or negligence so he doesn't really care how he does his work.

The Service Isn't Good

Consumers seemed more inclined to complain about delayed service or the cost of service rather than the quality of work done. But there were complaints and when you couple these with those printed in both the Journals and by Miss Porter the conclusion is inescapable that there is room for improvement here. Even some dealers and distributors told ELECTRICAL MERCHANDISING that work standards had slipped and that inferior work was being turned out. Some dealers thought that shortage of adequate manpower had contributed to a deterioration in the quality of servicing.

Briefly then, today's customer is likely to complain about slow service, costly service, and inferior service. She doesn't understand the appliance business in general or service in particular. As a result what looks to the dealer to be a legitimate charge or a legitimate delay in responding to a call may seem outrageous in the view of the customer. More important, she's likely to blame the wrong person entirely. She may blame the factory instead of the dealer or vice versa. She may blame the dealer instead of his authorized servicing agency. One point stands out: no one in the business can afford a spectator's role in trying to placate the customer. If he tries that role he'll end up shouldering the blame.

THE INDUSTRY'S VIEW

Woven throughout the section above have been comments from distributors and dealers supporting the consumer's objections. It's safe to say that many people within the industry today agree that service presents something of a problem. There are others who think the industry has done a remarkable job in keeping pace with new products and expanding markets. But there are few indeed who won't agree that there is still room for improvement and that the industry

must improve its service facilities if tomorrow's vastly expanded market is to be handled adequately. The big questions then are simply: what's wrong with service today and how can we improve it? Here's why service is a problem today:

There's a Manpower Shortage

Dealer after dealer complains that it's difficult and sometimes impossible to hire servicemen. Many agree that the industry has had to lower its standards in attempting to recruit enough manpower.

Dealers have plenty of excuses for the problem. Long hours and low pay are frequently mentioned but just as frequently mentioned is the lack of prestige the service job carries and the amount of abuse the serviceman must take from the irate customer.

Quantity is only one aspect of the manpower shortage. Quality is equally important. And dealers generally think that the type of training offered their men could be improved. There are a multitude of suggestions offered. More factory and distributor help is asked. Apprentice or "learner" pay scales are suggested. Vocational school training is suggested.

Distributors on the other hand, point out that dealers frequently don't take advantage of the service training facilities already being offered. Many service schools, they say, are conducted at only half-capacity because the dealer doesn't bother to send his men. Obviously troublesome here is a decision as to whether the serviceman will be paid for time spent in the classroom. Some dealers feel that it is the serviceman's own responsibility to keep up with his skill and that he deserves no compensation for time spent in training.

(Recognizing the demand for readily accessible training material, ELECTRICAL MERCHANDISING has over the past year offered two series of articles on servicing. The first,

"Successful Small Appliance Service," appeared in nine installments during 1955 and 1956 and will soon be published in book form by the McGraw-Hill Book Co. A second series on major appliance service begins in this issue. The author of both series is P. T. Brockwell who has spent almost all of his working life in the appliance servicing industry.)

The entire problem of training is complicated by the rapid changes in models. Manufacturers don't help on this score, dealers complain. Sometimes it's a change for the sake of change. More often, the new model is in the field for weeks or even months before service literature arrives. Several dealers complained to Electrical Merchandising editors that introductory meetings and "open houses" are just as important for servicemen as they are for salesmen.

There's one other manpower problem. Once the dealer has hired and trained a good man he often finds it hard to keep him. For one thing there's no place for the man to go. A really good serviceman balks at the thought of being nothing but a good serviceman for the rest of his life. There's a limit to the salary increases which can be used to hold such men. At NARDA's annual Management Institute this summer this problem came up for discussion and no dealer could offer a solution for the average sized dealer. In big organizations, of course, the man can be promoted upward to more responsible positions within the firm. As a result of this, some dealers complain that as soon as they have trained a man he leaves to open his own service shop. "We're nothing but a training school," one retailer complains. As a result of this, his own service is slower than it

Design Complicates the Problem

Dealer after dealer told ELECTRICAL MER-

CHANDISING's editors that manufacturers (in attempting to improve styling or cut costs) are making products harder to service. This does not mean a cut in quality at the manufacturing level but refers instead to conven-ience of servicing. "Why should you have to tear a range apart to change a pilot light?" one eastern appliance man complained. An Indianapolis distributor puts it this way: "In cutting production costs very little thought seems to be given to time involved in being able to render service on the product." A midwestern distributor complains that "styling definitely creates more difficult servicing." A Houston dealer says that style changes makes some products harder to repair but adds that the important thing to remember is that the changes usually make the product sell.

This much objectivity was not unusual. Many dealers said products today were harder to service but added that this grew out of their becoming more automatic. Most of the dealers added that it was the automatic features which gave these appliances their sales appeal and dealers expect to handle correspondingly tougher service problems.

Quality Control is a Problem

Many dealers are critical of the factory for poor quality control. It should be noted that a good number of dealers contacted felt the factories were doing a good production job but repeatedly comments like these were heard:

"The factory gives us two problems on refrigerators," said a Los Angeles department store service manager. "One is faulty engineering—on certain models there is insufficient clearance between armature and field and if they stop in a certain relative position they magnetize and stick. My second gripe is poor inspection—blemishes on outside finish,

(Continued on page 92)

Distributors and dealers from all parts of the country offered these specific suggestions as a means of . . . Improving Service

- 1. The industry should run a broad recruiting program to interest more young men in service as a career.
- 2. Manufacturers and trade associations should consider the possibility of institutional advertising to teach the customer just what she can reasonably expect in the way of service.
- 3. The industry should give considerable thought to improving training facilities. Recommended programs could be drawn up for vocational schools.
- 4. Scholarships should be offered by various trade groups to young men interested in training as servicemen.
- 5. New product information should be made readily available to servicemen at the same time the products are shown to salesmen.

- "Public relations" courses should be established for servicemen so that they will not antagonize customers.
- 7. Incentive programs which encourage present employees to recruit new employees for the firm should be set up.
- 8. Once a serviceman has been trained, keep him on the payroll by adequate salary adjustments and a chance to be promoted to more responsible jobs. Consider the possibility of including servicemen in profit sharing plans to develop loyalty and retain employees.
- 9. Be ready to justify your costs to the customer. Consider the possibility of running newspaper ads which emphasize the investment in manpower and equipment which you carry.
- 10. Dealers should give their servicemen paid time off to attend training meetings and schools.

Central Service Saves Me Money



GIVING UP his own service shop has given G. T. McCauley more sales space . . .

and more time to spend making sales and training and directing his salesmen.



So says G. T. McCauley of Dallas, Texas. He claims he saved \$3,515 a year and increased sales \$2,500 through elimination of his service department

OPERATING his own service department was a big headache as well as expensive for G. T. McCauley of The Homemaker Shop in Dallas, Texas., until he took on central service from his distributor Lone Star Wholesalers.

When he handled his own service, McCauley says, he used to arrive at work only to be greeted by a flurry of telephone calls about service woes of all sorts. He'd spend only a little time on sales and his salesmen lacked direction. His bookkeeper had to devote a good portion of her time to help McCauley take service calls, route servicemen and handle once a month billing.

Small Dealer Has Problems

"When you're a small dealer, and I am with a gross volume of \$180,000 a year, you can't have the ideal setup with a sales manager and a service manager to direct each operation. I had to do it myself. A small dealer needs to spend all his time on sales, directing salesmen, buying merchandise and generally handling all aspects of the business," McCauley points out.

Based on 1955 sales, McCauley spent

Based on 1955 sales, McCauley spent \$3,400 for service contracts on 340 washers and dryers, \$490 on contracts for 70 refrigerators and an estimated \$300 for servicing of used appliances—a total of \$4,190.

But here's what he eliminated: One serviceman's salary—\$3,380.

One truck-\$1,000.

Gas, maintenance for one truck-\$900.

Tools and parts inventory-\$750.

Rent for space to store new merchandise and used appliances-\$600.

Insurance for one truck-\$75.

Deliveries by outside trucking firm-\$400. Miscellaneous (stamps, printing, etc.)— \$600.

Total-\$7,705.

It all adds up to an actual savings of \$3,515. McCauley also estimates he was able (Continued on page 100)

My Service Built My Business

Without his own service department, says M. V. Morris of Lexington, Mo., he never could have expanded into a dealership selling 150 washers a year

You'RE too high," chides the lady customer. "I can buy a name-brand washer down the street at a lower price."

"Yes," agrees the man who owns the store, "you probably can. But did they bring up the subject of service? Did they tell you that if your washer broke down there could be a delay while they send to Kansas City for parts?"

"Did they mention that they don't have a full-time washer service man?" the man that owned the store went on. "Did they happen to tell you that your neighbors, Mrs. Brown and Mrs. Jones, are unhappy this week because they're doing their washing by hand? Their machines are broken down and there's no one to repair them."

"Did they promise that if you're in the middle of a washing and something happens to your washer they'd be Johnny-on-the-spot with a serviceman?" the dealer asked the customer. "We'll provide that kind of service. If you don't believe me, ask Mrs. Hill. She was in the middle of a big wash last week when her washer went dead. She called us and we sent a washer repairman right out. He found the trouble and within an hour Mrs. Hill was back digging into her big wash pile."

"But don't take my word for it," he insists, "call Mrs. Hill."

Using the service angle is about as effective as anything in selling washers in a small town—especially if you have a sturdy 12-year record for standing back of anything you might say concerning washer repair service as does Maytag Sales & Service, Lexington, Missouri (population 5,000).

Progress From Service

Service-conscious M. V. Morris ("the man who owns the store"), is voluble in his praise of the role service has played in parlaying his erstwhile fix-it shop into Lafayette County's heaviest-inventoried home appliance outlet, (Continued on page 104)



BECAUSE customers of M. V. Morris know that he repairs everything he sells . . .

his store has grown to 2500 sq. ft. and 70 percent of his sales are repeats.





ONLY FLOOR SPACE, some repair parts, simple tools and two workmen show in this picture of an appliance service department, but they are all essentials.



1. How to Get Started

By P. T. BROCKWELL, JR.

Author of Successful Small Appliance Service

There are at least seven good reasons for doing your own major appliance service, but you may not know how to get started, what tools and parts are needed, how to find and train servicemen, how to advertise, how much to spend. Here, beginning in this first of an important new series of articles, are your answers



A TRUCK is a necessary item in a service shop's equipment. The one shown in the picture above is equipped with shelving and a one drawer cabinet for carrying spare parts.

WORK SHEET
Estimated Initial Outlay for a Major Appliance Service Department

| | Repair Pa | 162 1014 | | | | |
|----------------------------|---|--|---------------------------------------|------------------------|------------------------------|----------|
| Appliance | Allotted each make recent models | How many makes? | Total allotted recent models | | Entire amount allotted | Total |
| Conventional Washers | \$30 | | DE L | TO SERVICE | CENTA | 1000 |
| Automatic Washers | 100 | | 1250 | FEBRUSE | COLUMN TWO | No. |
| Ironers | 5 | 1000 | TOTAL STREET | BIS 100 | STATE OF | 1000 |
| Dryers | 30 | MARK | 13003 | 10 10 535 | Market N | The same |
| Ranges | 130 | Real Property | The same | | | |
| Vacuum Cleaners | 60 | THE R | | | 10000 | 3000 |
| Dishwashers | 40 | No. | | EN LIS | | |
| Refrigerators | 60 | DE LO | | | RESEL | E NO |
| Freezers . | 55 | | TOTAL S | NAME OF TAXABLE PARTY. | No. | TO PE |
| Water Heaters | XX | XX | XX | XX | \$5 | |
| Miscellaneous Materials | XX | XX | XX | XX | 50 | 100 |
| Inventory Totals | \$510 | XX | THE R | | | 1700 |
| | Equi | pment - | | | 1 | |
| Truck | | | 0000 | | BHTER. | Day 3 |
| Special Tools & Testing De | Mona. | \$35 | | | | |
| Shop Tools | 00000 | 100 | | | | |
| Shop Furniture | BALAN. | 225 | 1 | | | |
| Service Literature | | 25 | | | | |
| Equipment Total | BE LA | THE STATE OF THE S | | 1502 | 周期日 | |
| | | | Grand 1 | otal | | |

A WORK SHEET will help you figure investment necessary for a major service department. Average inventory is around \$805.

H^{OW} many of a servicing dealer's sales spring from leads kindled in his repair department nobody can tell. Indeed, a spark of interest in a new appliance may be stimulated by his serviceman whenever he discusses with a customer the advisability of spending a large amount to repair an old appliance. Then, if the estimate is held in abeyancewhich often is the case—the spark becomes a hot lead. For example, on his departure, a dealer's repairman might say, "Think it over, Mrs. Smith-and remember, the estimate fee you just paid may be applied anytime within the next 15 days against the repair charges or toward the price of a new washer." Surely, that dealer will be more likely to sell a replacement than another under similar circumstances whose service is handled by someone not in his employ.

But perhaps your vision of a potential sales

increase blurs as you shudder at the thought of giving up the one (dubious) advantage which factory agency or jobber repair service offers-that of using a specialist on one or on one small group of appliances of one make. And dubious it is-for specialization works against you on occasion. How? Suppose as your own man is finishing a half-hour refrigerator repair, your customer asks him on the spur of the moment to adjust her dishwasher; he does it in, say, a quarter-hour and charges \$6.25 for both jobs. (Based on \$5 for the first half-hour or fraction, plus \$1.25 for subsequent quarter-hours.) Your customer would have to pay \$10 for the same service if she

had to engage two specialists. Six benefits of having your own service department are worthy of mention. They are:

1. Additional publicity not only through an increased number of direct contacts between your clientele and employees occasioned by service business, but also from your service truck signs. You'd never guess how often your serviceman in leaving or returning to his truck will be hailed by a neighbor of one of your customers.

2. Most customers exhibit a more friendly feeling toward a servicing dealer. Obviously, no alienation of affection is possible after you break up the triangle (dealer-jobber-customer).

3. Service-call schedules are under your

4. The serviceman's behavior also is under your control.

5. To earn extra good will you can depart from "the letter of the law" to render free service at your own expense on the outer fringes of the guarantee when you feel that specific circumstances warrant it.

6. Your trade-ins can be revamped much cheaper by your own employees.

Interested?

If so, you will find in the remainder of this installment: (1) a quick and easy method of estimating your basic costs for a start from scratch, (2) suggestions on how to screen candidates for the job and get one trained so that you will wind up with a man capable of servicing your entire line, and (3) suggestions on how to start the ball rolling.

The rest of the series, save the last article, will serve as a general training manual for your new repairman. The final installment will cover administrative details peculiar to the service business.

Now let's discuss your initial investment.

Inventory

Many manufacturers or their area representatives will furnish you with lists of the most frequently-used parts for the appliances you sell to aid you in selecting your first major appliance parts inventory. But if you cannot obtain such lists for all the appliances you intend to repair, you may find helpful the general outline of fast-moving operating parts which follows the next paragraph.

To estimate your initial outlay, use the handy work sheet on this page, the amount allowed for each appliance listed thereon is intended to cover two (or two sets) of each part shown in the following list unless otherwise indicated in parentheses before the item.

Conventional Washers. Motor couplings (or belts), oil seals, pump parts (drive wheels, strainers, gaskets, seals, and drain and suction hoses), wringer parts (rolls, bearings, couplings, and locking-pawl springs), agitatorshaft seals, drain valve parts, and gear case gaskets. Defer ordering gears, shafts, and the like until a demand has been established.

Automatic Washers. If you sell models equipped with a sealed mechanism which must be handled on an exchange basis, your jobber will tell you whether you should stock (Text continues on page 112)

Hiring Service Personnel? A test for candidates follows on the next two pages



A Test for Candidates for Major Appliance Service Jobs

Additional copies of this test are available at 20 cents each. Write: Editor, Electrical Merchandising, 330 West 42nd St., N. Y. 36, N. Y., clearly stating how many copies are desired and enclosing remittance.

Write your full name, complete address, and your telephone number in the upper left-hand corner of your answer sheet and number the pages in the upper right-hand corner. Then write the question numbers as you go along down the left-hand side of the page with your answers immediately following, using as many lines as necessarybut begin each numbered answer on a new

Answer as briefly as possible, giving nothing more than is asked for. If a question calls for a plain Yes or No-write one or the other and let it stand.

Many of the questions may seem quite easy to you; answer these first and go back to the tough ones.

A complete test comprises at least 20 answers, 5 of which must be from Part I; the remaining 15 may be either from Part II or from Parts III and IV combined. If your experience and/or training enable you to answer more than 20, so much the better for you. Now let's get on with it.

Part I. Elementary Electricity

1. Match each of the following terms in one column with its nearest equivalent in the

voltage resistance amperage energy wattage pressure ohmage rate of flow

- 2. If you connected a pair of 25-watt, 115volt lamps in series across a 230-volt power supply, which of the following would result? (2) Both lamps would burn out; (b) both would glow at about half normal brilliance; or (e) both would glow to normal brilliance.
- 3. If you were running an operating test on a 115-volt appliance rated at 1150 watts and someone elsewhere in the house connected a 550-watt percolator on the same circuit, would that combined load blow a 20ampere fuse?
- 4. Match each of the terms in the upper group with its nearest equivalent below:

condenser stator

resistor

rheostat

The stationary part of a motor. A device which holds an electric charge. A device which opposes current flow. A variable resistor.

5. Match each of these four trade terms with its most apt definition from the group which follows:

short circuit closed circuit open circuit ground

An unbidden passage of current from an ungrounded pole in the supply circuit to the frame of an appliance which thereby threatens the user with shock on contact.

One which is complete.

One which has been interrupted

A bypassing at any point on a circuit which forbids passage of current through the entire

Part II. Home Laundry, Dishwashers, & Vacuum Cleaners

If you say on your answer sheet that you have had no experience or training in repairing this group of appliances, unanswered questions in this section will not be counted against you. But keep in mind that if you do skip this group, you will need to answer the questions in both Part III and Part IV in order to make your test complete.

- 6. Assuming that the power supply is suitable, if a washer motor hums when it is connected but will not start, does it necessarily follow that the motor is faulty?
- 7. If a customer tells you that oil has never been added to her conventional washer transmission (and you have reason to believe her), what trouble would you suspect if oil oozes from the breather hole while the machine is level and running?
- 8. Match each of the following terms in one column with its nearest equivalent in the other:

pinion cam connecting rod rackbar eccentric rod with gear teeth pitman small gear

- 9. Water pump impellers and vacuum cleaner fans usually have curved blades. The direction of the curve at the tip of a blade enables a repairman to ascertain the correct direction of rotation. In which direction should the impeller revolve whose blades point in a clockwise direction.
- 10. Match each of the following four terms with its most apt definition in the group which follows:

rotor commutator shim

solenoid

A thin, precisely sized shaft washer. A segmented copper drum or disc.

An electromagnet with a movable core. The moving part of a motor.

11. Some gears, pulleys, and the like are threaded onto a revolving shaft. Obviously, with this method of fastening, the screw-on members must be self-tightening or they

would be screwed off with the first few revolutions. Assume that you are holding a vacuum cleaner motor with the suction fan nearest you—that is, you are facing the fan. If the motor revolves clockwise, which way would you turn the fan to unscrew it?

- 12. Most dishwashers are so designed that one cannot open the machine while it is operating. Why is it essential that this interlocking feature be kept in order?
- 13. Every automatic ironer is equipped with an auxiliary safety release for the shoe. But inasmuch as the user can actuate the shoe as well as the roll clutch with a motorized control, why is this extra control necessary?
- 14. Most clothes dryers are equipped with an auxiliary control or relay which will shut off the heating circuit if the cylinder fails to revolve. Why is this extra control required?
- 15. Assuming that a fractional horsepower motor's electrical parts are all right and the motor will run with a normal load, what fault would cause it to chatter, particularly when starting?
- 16. What costly damage is likely to result from a seizing spinner clutch in a spin-dry type of washer?
- 17. What other part of a wringer reversing mechanism is likely to be faulty-even the original cause of failure—if the reversing gears and/or clutch are damaged to the extent that the wringer will run in only one direction?
- 18. How is it possible for a faulty wringer locking pawl to threaten the user with serious personal injury?
- 19. If you went to service a washer and found it full of water, how would you first attempt to empty it (in order to work on it) if its pump shaft had seized so tightly that you'd have to open the pump to repair it?
- 20. As a temporary measure when a delay in completing repairs is unavoidable, most wringer-model washers may be operated with a jammed pump. Why is it not possible to do the same with most spin-dry machines?

Part III. Ranges and Water Heaters

If you say on your answer sheet that you have had no experience or training in this group, unanswered questions in this section will not be counted against you. But for a complete test, you will need at least 20 answers, 5 of which must come from Part I.

21. What is a tempering tank?

- 22. What safety device for water heaters is required by virtually every local code to prevent an accident in the event that the temperature control fails to function?
- 23. Though most water heaters are served by a 230-volt supply circuit, it is most unlikely that any member of the household would suffer an electric shock on contact with the appliance—no matter what electrical faults were present. Why?
- 24. Many of the earlier model electric ranges were equipped with surface units consisting of two 115-volt elements of equal wattage from which three heats (high, medium, and low) could be delivered. Obviously, if one element were burned out there could be no high heat, but how would this partial failure affect the low heat setting? (a) Its low heat would be normal; (b) the unit would heat a little, but less than normal; or (c) it would not heat at all.
- 25. When testing an oven temperature control to ascertain whether it needs adjustment, you must not only make allowances for overshooting, but also determine the mean temperature of the oven on a particular setting before deciding that an adjustment is necessary. How do you compensate for over-shooting? How do you get the mean temperature on a particular setting?
- 26. Match each of the following four terms with its most apt definition in the second group:

baffle capacitor pyrometer thermostat Automatic temperature control. Condenser.

A deflector interposed between a source of heat and its point of use to assure uniform distribution of heat over the desired

Instrument for measuring high tempera-

- 27. If a customer told you that the accessories (clock, lights, appliance outlet, etc.) operate, yet she could not get enough heat from any unit on the range to boil water, what fault would you immediately suspect?
- 28. What would you check first if everything else on the range worked satisfactorily except the appliance receptacle and other accessories?

Part IV. Refrigeration

If you say on your answer sheet that you have had no experience or training on refrigeration, unanswered questions in this group will not be counted against you. Remember, though, for a complete test you will need at least 20 answers, 5 of which must come from Part I.

- 29. If a customer tells you that her refrigerator freezing chamber accumulates frost too rapidly and you have reason to believe that the door is not opened excessively, what fault would you first suspect?
- 30. Match each of the following four terms in one column with its nearest equivalent in the second:

evaporator Tubing of small bore.

capillary Pump Freezing chamber condenser compressor Refrigerant cooling device,

- 31. If you had just renewed the starting relay on a sealed machine and you were starting it repeatedly to prove your work, would you conclude that you had unintentionally installed a faulty relay if the machine failed to start several times during your test?
- 32. It is essential in making cabinet repairs that breaker strips and other similar parts be replaced with extreme care in order to ensure a good seal along the liner edges and other such joints. Why?
- 33. If you were inspecting a refrigerator which would not run at all-not even humand a look at the cabinet light told you that power was reaching the refrigerator, still you got no response when you turned the control from one extreme to the other, what would you do next in an effort to start it?
- 34. A refrigerator equipped with a finnedtype condenser will run excessively if its condenser becomes clogged with dirt, lint, and so on. What other complaint from the customer is likely under the same circumstances which would point to trouble of that sort?
- 35. One cause of insufficient refrigeration at times in some machines is a gummy oil deposit in the evaporator which restricts circulation of the refrigerant. What simple corrective measure is always worth trying in such cases?

ANSWERS

. . . (Cut or tear off along dotted line)

Suggestions to the Examiner

Since the questionnaire is intended not only to test a prospective em-ployee's general knowledge of appliance service, but also to point out the areas in which he may be deficient, it would be a good idea to grade separately each section in which he pro-fesses experience or training and then average those to obtain a general score.

To simplify your task of grading, let's say that if every question in a group is answered correctly, the score would be 100; if all were incorrect, zero. Between these extremes a round figure to be deducted for each incorrect answer is listed with every group so that you will not have to fiddle with frac-tions. That's all there is to it.

Part I. Elementary Electricity

- 1. Voltage-pressure; amperage-rate of flow; wattage-energy; ohmage-resist-
- 2. Both would glow to normal brilliance.
 - 3. No.
- 4. Condenser-a device which holds electric charge; resistor-a device which opposes current flow; stator—stationary part of a motor; rheostat—a variable resistor.
- 5. Short circuit—a bypassing at any point on a circuit which forbids passage of current through the entire loop; open circuit—one which has been interrupted; closed circuit—one which is

complete; ground-an unbidden passage of current from an ungrounded pole in the supply circuit to the frame of an

Deduct 20 for each incorrect answer.

Part II. Home Laundry, Dishwashers, Cleaners

- That water has entered the transmission.
- 8. Pinion-small gear; rackbar-rod with gear teeth; eccentric-cam; pit--connecting rod.
- 9. Counterclockwise. 10. Rotor-moving part of a motor; shim—a thin precisely sized shaft washer; commutator—a segmented copper drum or disc; solenoid—electromagnet with movable core.
- 11. Clockwise.

 12. To avoid any possibility of damage to the finish of the room or its furnishings in which the dishwasher is used. Many dishwashers if opened while constitution would expel all the water operating would expel all the water from the tub in one huge blast—into
- 13. To enable the user to release the shoe (to get it away from the roll) in the event of a power interruption
 —otherwise accumulated heat in the
- the cylinder fails to revolve the circulating fan may fail simultaneously the both of which would allow an excessive concentration of heat on some of the garments and

subsequent damage to them.

Worn bearings.

16. Motor burned-out.
17. The shifting mechanism, as the

cam, the eccentric, or the like.

18. If the pawl does not seat, the wringer will swing around at a danger-

as speed on its swivel support.

19. Lay the hose low enough to drain

by gravity.
20. The pump must be used to drain the dryer chamber.

Deduct 6 for each incorrect an-

Part III. Ranges and Water Heaters

- 21. An uninsulated tank through which the cold water supply passes be-fore it enters the water heater. It's purpose is to raise the temperature of the cold water to nearly room temperature
- 22. A temperature relief valve.
 23. Because of its positive grounding not only through its cable connection, but also through its metallic and rigid connection into the water sup-

24. The unit would not heat at all

25. By allowing the oven control to cycle at least three times. Average the turn-on and turn-off temperatures thereafter.

26. Pyrometer-instrument for measuring high temperatures; thermostatautomatic temperature control; baffle -a deflector between a source of heat and its point of use; capacitor-a con-

27. One blown fuse on the range

28. The plug fuse inside the range which protects the accessories circuit. Deduct 12 for each incorrect an-

Part IV. Refrigeration

- 29. A poor door seal, such as a faulty asket or latch, distorted door or the
- 30. Evaporator—freezing chamber; compressor—pump; capillary—tubing of small bore; condensor—refrigerant cooling device.

32. To prevent the entrance of moisture between the liner and cabinet walls and thence to the insulation.

33. Close the control circuit at the most convenient point; that is short-circuit the loop or close the con-trol contacts manually—whichever is quicker.

34. Insufficient refrigeration 35. A moderate heating of the evaporator, as with boiling water in the trays or with a special device made for

Deduct 14 for incorrect answers.

To Sum It Up. Now if you'd like to classify the grades, here's a suggestion: 60 to 69 could be considered as fair (or passing), 70 to 79 good, 80 to 89 very good, and from 90 and up excellent.

End of Test excellent. End of Test.



The reputation of their brand name service ... means

that Smith & Waldman of Tucson,
Ariz., will get full list for this dryer.
It also has helped make a \$52,000
service volume profitable and opened
the way to builder sales

Branded Service Is Their

DEVELOPING a specific "brand" of service and emphasizing it at every opportunity has resulted in a revenue return of \$52,000 and was a key factor in building a \$500,000 sales volume for Smith and Waldman, appliance retailers in Tucson, Ariz.

Mac Waldman, partner with Porter Smith in the ten-year-old firm, admits he's a "bug" on service. A native New Yorker, he teamed up with Smith in 1951, aiming to create service efficiency so outstanding customers would "buy the service, instead of the price" in all major appliances.

"It's not a complicated story," says Waldman, "We figured that the only practical way to get a reputation to bring us customers from every level would be in our service department. We had an attractive store, yes, and a top-notch appliance line, too, but there are a dozen other dealers who qualify that way. All that was left was a choice between price-cutting promotion and good-will promotion through service to the point where full-list business came our way."

While Smith and Waldman were building up their highly-efficient service organization, they created an idea to spark-plug sales—the "TT" label, now copyrighted by the store (see EM, Mar. '54, p. 68). "TT" means "Tucson-Tested." The idea has a promotional purpose in certifying that Smith and Waldman-sold appliances have been tested to make sure they will stand up under the Tucson operating conditions—desert climate and alkaline water. "TT" also labels the firm's special "brand" of service.

Service Makes A Sales Tool

Since 1953, the partners have been pushing "TT Service." The idea is effective: In 1955, the service department showed a cash revenue of \$52,000, 75 percent of which was earned on appliances not sold by Smith and Waldman. This paid-for service is in addition to the warranty service load from the firm's \$500,000 in new appliance sales. No money is spent soliciting service business.

Smith and Waldman's five salesmen are

COULDEANN

quick to trot out "TT" service to back up their sales pitch when a prospect shows dismay over the quoted price of any appliance. Prospects are unhesitatingly marched back into the rear of the display area and are shown the immaculate service area. Often, such service assets as the hydraulic lift gate on the firm's 3-ton truck are demonstrated for an added touch.

"The actual cash revenue from service is only a small part of its true value," Waldman says, "First and last, our service supports the sales end—to such an extent that the customers take the long view, discounting the small saving on the original cost, and looking at the uninterrupted service, in or out of guarantee, that we can promise them. We tell our customers that we don't sell below manufacturer's list, since the expense of operating a service department which eliminates all future complaints makes price cuts impossible. Surprisingly, though we sell homeowners in all income brackets, we get very little skepticism or price resistance."

(Continued on page 120)



THE KEY MAN wears a white coat. Bill Dean, dispatcher for Smith and Waldman, runs a 15-man crew of service specialists. Tight scheduling and fast work shows a profit here.

> AT THE "NERVE CENTER" of the service area—Bill Dean's desk—service men get hourly schedules timed to customer prefer-

Best Pitch



A WEEKLY meeting, presided over by Mac Waldman (at refrigerator), gives servicemen the latest lowdown on new models. They demonstrate, too, so need this data.





A jump in volume from \$500 to \$2,000 a week is one of the reasons why Aer O Lux of Philadelphia put their . . .

Hi-Fi in the

CETTING up a separate radio and phonograph department for so-called high fidelity equipment and operating it successfully has increased volume, profits and store traffic for Aer O Lux Electrical Appliance Co., Philadelphia retail firm with three stores.

Reasons for the department's success, Nathan Ostrov, head of the company, says, are location, appeal to the mass as well as the class customer, a sales technique stressing the customer's normal vanity and pride of ownership as well as enjoyment, and the consistently large and varied inventory in a wide price range carried.

Before setting up the "experimental" department at the Broad St. store last year, 'hi-fi" radios and phonographs contributed about five percent of annual store volume. Now they account for a good 20 percent. Average dollar sales of these items per week used to run around \$500. Now they're up around \$2,000 a week for the firm.

Turnover is fast-about seven turns a year, Ostrov reports. Their profit margin is almost twice as great as most other appli-ances carried by Aer O Lux and "increased volume on these higher profit items has improved total store profits."

Most important, hi-fi is easier to sell under

the new setup and lends itself to the special sales technique developed by Aer O Lux that of treating every prospective hi-fi customer like a connoisseur.

"Before we had a separate department, selling hi-fi was a tough job," Ostrov explained. The hi-fi instruments carried by Aer O Lux, including radios, phonographs and combinations, were displayed in a large general radio and television department. The salesman had to walk the customer around the department showing him first one set then another, but there was plenty of distraction, no continuity, and no way for the customer to fully enjoy and appreciate





IN THE WINDOW a prospect, attracted by the display and the sound of music, starts to look around for himself at models with a wide variety of prices.



APPROACH by store manager Harry Axe involves a description of features, an attempt to size him up, and a pitch on the "snob" aspects of hi-fi.

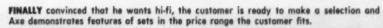


AFTER LOOKING at radios, prospect gravitates back to phonos, is persuaded to sit back and listen to high fidelity demonstration recording.

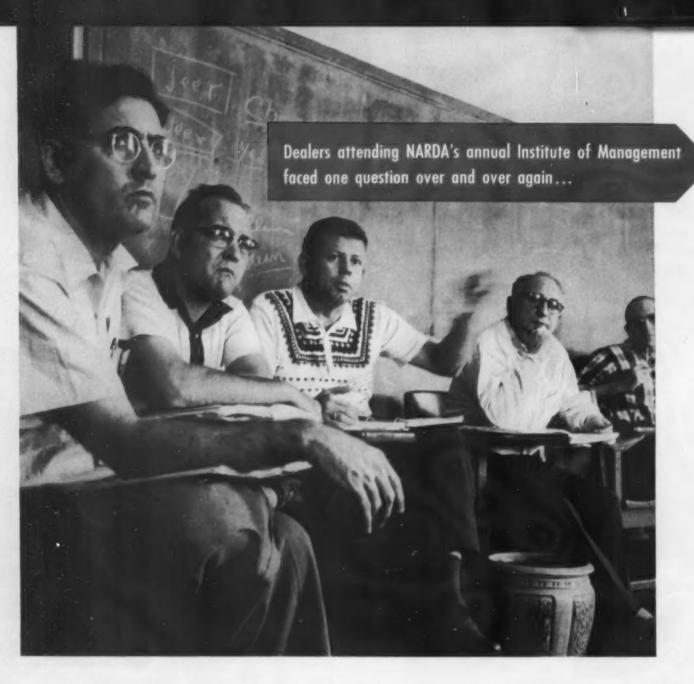
Window

the qualities of hi-fi," Ostrov continually emphasizes.

"You have to get a customer settled in one spot comfortably, get him relaxed and receptive, before you can do an effective selling job on hi-fi," he pointed out. "Selling hi-fi isn't like selling a refrigerator, washer, or even a television. You don't appeal to the prospect's needs, you stimulate a desire, appeal to his pride of ownership and the bit of 'snob' that's human nature. Its surprising—this snob appeal. The fellow who can only afford a \$50 table model phonograph is just as impressed with the thought of show—(Continued on page 122)







Day after day NARDA's "students" looked for answers to a wide variety of problems



SCME ANSWERS came from formal lectures delivered by guest speakers like Kenyon & Eckhardt's Jack Petterson. In his talk, "Imaginative Sales Drives Pay Off," Petterson offered an insight into merchandising of Sol Polk.



ADDITIONAL ANSWERS were developed by dealers themselves in case study groups like this one supervised by American University's business school dean, Nathan Baily.

What's Happening to the Appliance Business?

T was Saturday afternoon, August 18, and on the sun-scorched campus of American University in Washington, D. C., NARDA's second annual Institute of Management was drawing to a close. For six days and a good part of six nights the 88 dealers in attendance had listened to lectures, discussed their own problems and just generally "talked shop".

On that last day of the 1956 Institute two people—one a student at the Institute, the second a guest speaker—pretty well summed up what the week's intense concentration had meant to the dealers in attendance.

Dan Packard did the formal summing up. The former Kelvinator sales head told the

"You haven't learned any magic formulas here this week. What you have gained is an objective look at the appliance business and your part in it."

And in the corridor outside the classroom a dealer echoed Packard's evaluation:

"I've been awful complacent. We operate in a town where you sell at list and even so our net isn't as good as some of the fellows here who have to meet discount house prices. Somewhere we've been overlooking costs which are pulling down our profits. I'm going home and take a good long look at my business."

Bigger Plans in '57

From each of the 88 dealers in attendance (and from the small group of distributors, manufacturers and utility men who registered) you could get a different evaluation of just what the school meant. But perhaps the best gauge of just how successful NARDA's second attempt at running an Institute turned out to be was in the decision to run a much more ambitious program in 1957.

Next year there will be two courses. The advanced group will be made up of graduates of the 1955 and 1956 schools. Courses will be intense and enrollment will be limited to 35. The basic first year course will be repeated but enrollment will be stepped up to 150 students.

This year's Institute was not the instantaneous success that last year's was. By the evening of the first day last year discussion was intense and participation by students was all that the faculty could want. This year it was not until Wednesday morning that interest really sparked. Up until that time questions had come from only a small part of the student body and some speakers left the platform without being asked to answer a single query. The group spirit was missing and on Tuesday night NARDA leaders were asking each other "What's wrong this year?"

(No one came up with a sure answer. There were several explanations. Last year almost every member of the group was a NARDA member and most knew each other before school got underway. This year there were many strange faces and many were reticent about asking questions. Because there were a number of students repeating the course some speakers seemed to be straining to find something new to say rather than repeating last year's successful lectures.)

But the Institute suddenly came alive on

MORE

affecting the appliance business . . .



DEALERS WENT AFTER their own answers by cornering guest speakers like Kenyon & Eckhardt's Petterson after he left the speaker's stand.



IN THE EVENINGS students like Dick Finch of Medford, Ore., turned to their notebooks to find answers to problems to be discussed the next day.



DEALER PARTICIPATION in question and answer period produced contributions by veterans like Memphis' Wallace Johnston.

What's Happening to the Appliance Business? (cont.)

Wednesday morning. A lecture on "Store Personality" prompted a question from the audience about the future of the "legitimate" dealer in the appliance business. The ensuing discussion ran for over an hour, drew wide student participation. The result was a disrupted schedule but a newly awakened student body. From that point on, said veterans, the 1956 school had the "flavor" of the 1955 session.

What They Wanted To Know

Dealer interest covered a wide range of topics but certainly of primary interest was the question of the independent dealer's future. Discussion from the platform and from the audience covered these points:

(1) Many dealers have become "negotiating dealers" but a great number of retailers are still wondering about the "ethics" of such practice. One dealer warned that the discounters have become the one-price house and "we're the horse-traders." Other dealers who stick to a fairly stringent one-price policy openly wondered about the morality of compensation plans which encourage the salesmen to charge as much as the customer will pay.

(2) Many regard Sears Roebuck & Co. (and not discount houses) as their primary competition. John T. Barnett, Washington manager for Sears operations, was a guest speaker and although he revealed no "secrets" of his chain's operations, dealer interest in his speech was intense. He faced a barrage of questions when he was finished and throughout the remainder of the week dealers quoted Barnett and his explanation of Sears' tactics when asking how they should tailor their own operations to today's market.

(3) Students were given good indication that a "clean-up" is due soon in the appliance industry. Such a move was promised in a well-received speech by Westinghouse's John Anderson. One day later Frigidaire's William Anderson seconded such a move and, perhaps most significantly, Packard told the final day's meeting that he agreed that such a "clean-up" was coming. (For details see news story, page 214, ELECTRICAL MERCHANDISING, Sept. 1956.)

(4) Dealers are concerned about the future of their own particular operations. During the first day of school they heard a provocative speech by Ohio State professor Bill Davidson. "Fifteen years from now," he warned, "it will be hard to tell a large appliance store from a lumber yard." He based this argument on the fact that retailers who are moving ahead are moving in two direc-tions: toward stocking general merchandise or toward becoming specialists in a rather narrow range of products (but stocking a wide assortment of the products they do carry). The conventional appliance-radio-TV dealer, said Davidson, has fallen into a third category of merchandising. Such stores have carried a variety of goods related in use and in this respect are similar to grocery or hardware stores. In his opinion appliance dealers will have to move toward becoming retailers who stock a broad range of home supplies (hence the lumber yard comparison) or who specialize in products like hi-fi.

(5) As always, dealers are looking for specific suggestions on operating more efficiently. From speakers like ELECTRICAL MERCHANDISING'S Laurence Wray they heard suggestions as to how to do business in today's market. (For a condensation of Wray's remarks see

editorial, page 270, September issue, ELEC-TRICAL MERCHANDISING.) But, as was the case last year, equally valuable information developed from discussions by the dealers themselves. The first night's bull session, for example, centered on methods of compensating salesmen. Dealer after dealer took the platform to explain the workings of his compensation plan and to answer detailed ques-tions on why such a plan was useful. The next night's bull session centered on promotions and revealed something of a split between the philosophy of faculty members and the retailers themselves. After several dealers had explained details of circuses, giveaways and "free car with an appliance" promotions, Professor Davidson offered a mild criticism. Most such promotions, he argued, take your attention away from promoting the products you're supposed to be selling. You become, for example, a car dealer rather than an appliance dealer. A show of hands indicated that dealers are impressed with any promotion which has been successful. They liked the circus-type promotion in preference to a more conventional door prize event which Davidson described.

(6) Dealers are curious about new fields. In both formal and informal sessions considerable interest was shown in the opportunities and problems posed by kitchens, food plans, hi-fi and color television. In the school's final session students heard a glowing report on color from distributor Tom Joyce, head of Philadelphia's Raymond Rosen Co. They showed even more interest in specific hints on how to sell and display color offered by Mort Farr, chairman of the session. Part of an evening bull session was devoted to kitchen business with Connecticut dealer Francis Murphy offering a contagiously-enthusiastic description of the opportunities offered by such business.

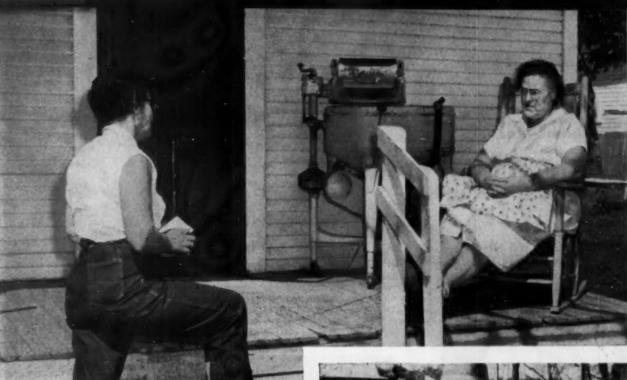
(7) Financing is still a problem. Two speakers offered the banker's point of view on credit while innumerable bull sessions were devoted to dealer financial problems. Insufficient capital bothers many dealers and they find it extremely difficult to improve their capital structure under today's tax laws. The group showed considerable interest in the experience of one dealer who had succeeded in getting a Small Business Administration loan. As far as consumer credit is concerned, the dealers resent holdbacks on their paper and a near riot was precipitated when one banker on the program recommended a 15 percent holdback. Particular interest was shown the speech by Philadelphia banker Joseph Cronin who described his firm's non-recourse plan. Cronin also advised dealers against attempting to carry their own paper.

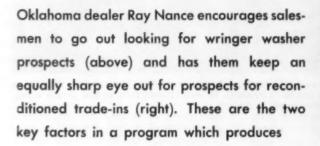
(8) Dealers showed a particular willingness to learn even from competition. Two speeches were largely devoted to the operations of firms which some dealers have long resented. Chicago adman Jack Petterson described in detail how Sol Polk operates and Edward H. Griffiths described some of the operating techniques of the RCA Service Co.

(Continued on page 124)



THREE WAY SEARCH for answers finds manufacturer Claire Ely of Maytag, dealer Harry Price, distributor R. S. Montgomery, Jr., and dealer Charles Millhouser listening intently to a speaker.







\$50,000 A YEAR IN WRINGER WASHERS

By FRED A. GREENE

R AY Nance does a \$50,000 yearly business in conventional washers because he believes in aggressive selling and knows how to make money on trade-ins.

In his Maytag Sales and Service in Ardmore, Okla., Nance runs an essentially conservative business. He does little advertising, devoting less than one percent of his gross to promotion. Four out of five washer sales are at list price. Most sales are time payment, with terms of 20 percent down and interest and carrying charges running close to 10 percent.

Nance can operate this way because he puts stress on outside selling and effective handling of trade-ins. In his opinion, the emphasis on outside selling makes heavy advertising unnecessary. List price sales predominate because of the trade-in allowances Nance grants but when he totals up his costs, Nance finds that he comes out with a profit on the resale of trade-ins.

Outside Selling

Nance is well aware that it's easier to sell in the store. If the prospect comes to you she's definitely interested in a specific prod-

uct. If you have to call on the prospect, selling is considerably harder. Nance makes it worth his salesmen's time to do just that, however. Salesmen get a 10 percent commission on outside sales compared to a five percent commission on store sales.

Typical of the way Nance's salesmen operate are the techniques developed by Mrs. Eunice Miller who covers the rural areas near Ardmore, and Ray Marks who is one of two salesmen covering Ardmore proper.

salesmen covering Ardmore proper.

For eight years, Mrs. Miller has traveled the rural route. She usually calls "cold turkey," but always tries to secure leads from

MORE

\$50,000 A Year in Wringer Washers (continued)

For Nance's salesmen, It pays to go out looking for prospects



SOLD ON FEATURES of new washer, housewife wonders whether she can afford it. Mrs. Miller stresses high trade-in allowance and convenient terms as she quotes a delivered price.



SALESWOMAN Eunice Miller, raised on a farm near Ardmore, uses her knowledge of country roads and rural acquaintances in making her daily rounds in a pick-up truck. Here she rolls a demonstrator onto porch so that housewife can compare the new washer with the old one which Mrs. Miller had spotted from road.



SALE IS COMPLETED over a friendly cup of coffee in the farm house kitchen. Saleswoman Miller is able to get into house frequently for such informal chats because she's a woman and because she knows people in the area.



SALESMAN Ray Marks keeps lookout for washers outside the house, where they are often kept in this area. Stressing features of new model he suggests that women take advantage of high trade-in allowance.



PROSPECTS FOR USED WASHERS also pay off for Marks. Traveling about town he spotted family using old-fashioned wash-tub, convinced them that they could afford the reconditioned wringer washer being delivered above.

Making money on trades is key to Nance's success



RECONDITIONED washer is put on the store's sales floor. Used appliance department occupies half of store's space but can be entered only through the new appliance department.



TRADE-INS are completely renovated in Nance's service department. First step is removing old paint and cleaning up rusted spots. Machine is then repainted, put in working order, and placed on the sales floor.



BOTH NEW AND USED washers are on outside display at all times. When someone stops by to look, a salesman is on hand to answer questions and size up prospects, possibly step them up to a higher-priced unit.

satisfied users. She doesn't stop with a demonstration and sale, but calls back frequently to check that the washer is working properly.

By calling often, Mrs. Miller is able to get leads she can't get by one call just a week after the washer is sold.

"Farm people just don't visit often. Homes are too far apart. But by visiting a user anytime I am in the area, I can occasionally get leads that are not available within a week or so after a sale."

Selling Country Style

Mrs. Miller cites three essentials for rural sales:

First, a knowledge of the area and its people and their likes and dislikes.

Second, home demonstrations. People on farms get into town too infrequently. By bringing the demonstration to them, you make a sale easier for them. Besides, she adds, prospects are impressed by your taking time to bring the washer out for a demonstration.

Third, patience. Many farm people are suspicious of "city folks" and they don't like to be rushed. They want to make up their minds slowly and it may require several visits before a sale is made.

Salesman Ray Marks is one of two who

cover Ardmore city proper. He believes in cutside selling, but doesn't rely solely on leads which come to the store.

Marks likes to get in his car and just drive through the streets looking for old washers which many families in Ardmore keep on their porches and in their back yards. When he spots an old machine, he'll note the address and if he can't stop right away, he'll call at the house later.

Nearly half of his outside sales result from spotting old washers while driving past a home.

"These people can nearly always use a new washer. Their old ones outside are weatherworn as well as out-dated. I generally tell them that before long these old washers won't have much trade-in value, but if they buy now, I can give them a good trade," Marks points out.

A System For Trade-Ins

In some cases, such as in the accompanying pictures, Marks will sell a new washer, take a trade-in, then re-sell the old machine (after being repaired) to a prospect who can't afford a new one-like the man scrubbing in the tub. Marks also gets 10 percent of all used washer sales.

This ability to turn a profit on trade-ins

goes hand in hand with outside selling in spelling success for Nance's efforts with conventional washers.

Trade-ins account for a large part of Nance's business. His well equipped service department keeps a \$5,000 inventory in parts in order to assure the best in renovation and service.

When an old machine is fixed up for resale, it looks like new, complete with the manufacturer's label. It also carries a six-month guarantee on parts. Such a guarantee, Nance says, is reassurance to the customer and helps to build his confidence in Nance as a dealer.

A separate used appliance department occupies half of the store's available display space. Although it is in an adjoining room (once another store) that has its own door fronting on the street, the door is kept locked and customers enter through the new appliance department.

"If it's at all possible, I'd like to sell them a new machine," Nance says. "If they first see a new model, they might prefer one to a used washer. This has happened in several instances. But, if they can't afford a new washer, I take them to the used department. At least, I've exposed them to new washers and when they are ready, they usually come back to us."

End

HOW YOU SOUND

when you're telling her about



NOTHING REACTS LIKE A WOMAN . . . when you sell her

TO A WOMAN...

the new **EA5Y** Combination Washer-Dryer

WHEN YOU SAY:

SHE THINKS:

It's the space-savingest home laundry ever built. A fullsize washer *and* a full-size dryer both in one unit only 27 inches wide. I could put it in the kitchen . . . or even in the bathroom . . . and Bill can have his gameroom where the laundry used to be!

All you do is push a button — and Easy Combination washes, rinses and dries your clothes in one continuous automatic operation.

Why, I can start a load before I drive the kids to school—and by the time I get back and finish the breakfast dishes, the clothes'll be all dry, ready to iron or put away.

You've never seen clothes washed so clean as in the Easy Combination. New Tumb-l-ator action "dives" the clothes into a deep well of water 47 times a minute!

It makes sense to me . . . the way clothes are plunged deeper into suds, they're bound to come out cleaner.

You won't have to wait for a sunny day to do the wash. It's the one machine that leaves you completely independent of the weather.

Wonderful! I won't have to buy the kids as many clothes with Easy keeping 'em clean all the time. Here I am saving money before I've even bought it!

Best of all, you won't have to worry about where to put that dryer you've been wanting. Just trade in your old washer (recent automatics, too) on this one machine that does the work of two. It certainly is a "saver"! Saves space, saves work, saves time . . . looks like this new Easy Combination is the only complete answer to all our washday problems.

BEFORE YOU TELL HER - KNOW THESE FEATURES!

Biggest Home Laundry news in 20 years! New Easy Combination washes and dries clothes in one continuous automatic operation in the smallest space ever . . . only 27 inches wide.

plunge deeper into well of foaming suds. Tilt-Tub saves gallons of water. Deep and Spinaway Rinses whirl out more soap and soil than any other rinsing action.

Clothes spin, then surge a dozen times

through 2 spray and 2 deep-well rinses.

Big Tilt-Tub gives Tumb-I-ator action. Clothes

Uses less Water, less Detergent than other washers. Each load "chooses" amount of water it needs. Built-in water saver saves up to 10 gallons of water on small loads.

"One-Minute" Washday! Put in clothes and detergent—and washday's over, the minute you . . .

Faster, Gentler Drying with twice the air circulation of ordinary dryers. No lint. No steam. No venting.

Quiet! No noisy transmission to get out of





A full-size Tub in the Smallest Cabinet! Exclusive new con-

order. Fewer parts than other combinations. Years of dependable service.

Push a Button! Then Easy delivers the wash the way you ordered it...washed, rinsed and dried, ready to iron or put away.

a big 4 cubic foot tub. No bulky springs or shock absorbers to waste washing space!

EASY WASHING MACHINE DIVISION OF THE

the New

Combination Washer-Dryer!



What person doesn't like to be remembered for his giving the unusual, the different, the unexpected gift? Everyone does! So, help your customers by

showing them any of these seven wonderful OSTER products. They'll be happy you did...and it means increased profits for you!



MASSAGETT Soothing, gentle massage for facials and tired muscles... Ivory, pink or blue and packed in beautiful travel case...\$19.95.



DOUBLE ACTION KNIFE SHARPENER Hollow grinds both sides of knife at same time quickly, easily. Sharpens scissors, tool...\$16.95.



AIRJET HAIR DRYER Blows hot or cold. hand grip and stand base. . . in carnation, sky blue, copper or chrome . . . \$19.95 to



STIMULAX JR. Effective, soothing Swedish-type mas-sage at your finger tips...suspended motor action...



OSTERIZER Original liquefier-Original liquefier-blender...grinds, chops, purees, whips, blends, mixes... opens both ends for easier cleaning, emp-tying...processing blades fit standard canning jars... \$39.95 to \$54.95. Juicer Slicer Shredder attachment ...\$39.95.

BACKED BY A TREMENDOUS



CHRISTMAS CAMPAIGN

OSTER's continuous year around advertising campaign is climaxed by a tremendous surge in the December issues of the following publications reaching over 31,000,000 subscribers:

BETTER HOMES AND GARDENS . McCALL'S WOMAN'S HOME COMPANION LADIES HOME JOURNAL . FARM JOURNAL GOOD HOUSEKEEPING . TOWN JOURNAL ESQUIRE MODERN ROMANCES MODERN SCREEN SCREEN STORIES ELECTRICITY ON THE FARM

The theme of this campaign is Seven Wonderful Ways to say Merry Christmas. Tie in and cash in!



All Custom Crafted by the



Dept. M, 5047 N. Lydell Ave., Milwaukee, Wis.



Everytime dealer Art Becker of Evanston, III., (left) can switch a prospect from black-and-white . . .

COLOR JUMPS HIS TV VOLUME \$200 A SET

HEN a family puts \$500 to \$800 into a color television set, it wants to know that it is going to work, and that there is somebody around who will take care of it.

This explains how the service department of the Becker Music Co., Evanston, Ill. (8 service men, 2 salesmen), sold 34 color TV sets in a nine month period, while most Chicagoland dealers moved only one or two.

A 52-year-old firm, Beckers does a half million a year, of which \$235,000 is in television, and about half the balance in radio. Arthur Becker himself is an expert radio repair man, and has skilled himself in television repair. Naturally, when color first was offered on the market, his question was: "Does it work-commercially?"

His Conclusions

1. Color television promises to raise the dollar volume for dealers, much as the automatic washer has jumped laundry business. For five years TV list has been going down. Color will add \$200 to every sale.

2. Sales are to prospective buyers of \$300-\$450 black and white sets, who are shopping for replacements. Change to color will be gradual and without any TV boom. Purchasers already have a picture, and color means only a refinement.

 The color units Becker Music Company has sold (all RCAs) have come through in good mechanical shape, and have required no more servicing than black and white before installation. They work, and customers can handle them. 4. Great difference from black and white is that all color buyers want a service contract. They know that color sets are new and complicated and that color tubes are expensive. Lowest price for any color tube is \$175.

Fear that revolutionary new changes will be along in color is greatest present difficulty.

Buying Color Television

First color set bought by Becker Music Store was taken to Arthur's farm home at Antioch, 60 miles from Chicago. He took it apart, put it together, and gave it a work out under all sorts of conditions. The unit stood up and delivered good color.

Buying is hectic in Chicago. The man with 11 price sheets in his pocket is still around. For example: One distributor was handing the town's largest discount house a \$50 spiff with each set. To other dealers they offered a \$50 check on a food shop payable to a color customer, so that he could entertain when he got delivery. Arthur Becker has no opposition to discounts for quantity purchases, but he objects having to chase down the legitimacy of every proposition. Of great help has been the Independent Retail Merchant's Association, which buys by carload or truck, breaks it up and gets bottom price for its members. The association does not purchase color sets yet, but is a reliable source of information.

Another distributor has separated its franchises, has one for color, another for black and white. To get a color franchise, the dealer is required to buy four pieces.

This means little to Becker who has an inventory of seven color sets, has about 45 black and white units on the floor, and 25 to 30 in his warchouse. While the store handles five brands of TV-RCA, Phileo, Zenith, Magnavox and General Electric—it sells only one color make: RCA.

Becker has come to these conclusions about color buying:

1. He believes the manufacturers are making money on color sets at present prices. They may be paying for laboratory research in the past, but the price today is a fair one.

2. He thinks there is no scarcity of color sets, that manufacturers can produce them in quantity or have them on hand. Therefore there is no need to buy on a scarcity basis. There are still brands which have manufacturing problems, so he watches for them.

Advertising Color

Feeling that the dealer cannot afford to advertise to the thin color market, Becker has done very little spending here. There has been no co-op money for color, with the exception of the introduction of color broadcasting at WNBQ, when RCA paid 50 percent on an ad.

Most ingenious publicity has been Becker's move to catch North Shore gardencrs, who are a well-to-do group. At Thalmann's garden shop, there is a small auditorium. Becker contributed a color set and every Saturday afternoon at 5 p.m., John Ott's color studies of flowers are run off for (Continued on page 126)

34 TOP STARS PUSH

Great New Wake to Music Month Promotion ...



Your best customers will see big, dramatic, interest-arousing Telechron clock-timer ads like these every week during November. Each ad features top entertainment stars! Customers everywhere will hear about Wake to Music Month over the air...read about it in their newspapers. It's a once-in-a-lifetime promotion. Timed right to bring buying customers into stores wherever clock-radios are featured.



Color page after color page in POST and LIFE will follow each week







A barrage of powerful newspaper ads by leading clock-radio retailers will carry the thematic art from the above ad and the logotype here below

November is Wake to Music Month

You, too, will want to tie in your local newspaper ads with these same symbols.

CLOCK-RADIOS!

Really Timed for Dealer Profits!

TIMED FOR TIE-INS...TIMED FOR SALES...TIMED FOR PROFITS

Timed to break ALL November to Xmas promotion records

It's the hottest promotion in the entire industry and the greatest in the history of the clockradio industry. Five-way tie-up links Telechron clock-timers . . . clock-radio manufacturers . . .

radio broadcasting stations...disk jockeys... Capitol, Columbia and RCA-Victor Records... and the biggest names in show business to bring you more sales.

IT'S EASY TO TIE IN LOCALLY WITH

- 1 Spot commercials on your local radio stations which will be promoting Wake to Music Month
- 2 Local disk jockeys who will be promoting Wake to Music Month
- 3 Newspaper ads for your store promoting clock-radios
- 4 Direct-mail promotions to your customers
- 5 Store displays, counter displays, window displays featuring Wake to Music Month and clock-radios

NOW is the time to ready-up your own Wake to Music Month promotion of clock-radios. We'll help. So will clock-radio manufacturers help you smash all clock-radio sales records in your retail area. See your clock-radio distributor! See your local radio station! Write, wire or phone us for sales helps.

Retailers' action plan of advertising, selling and visual merchandising ideas! Poster with symbol and illustrations of 34 top recording stars! Wake to Music Month streamers, tent cards and mobiles! Suggested radio commercials and newspaper ads!



TELECHRON TIMERS make sales easy...automatically

Telechron Timers, Clock and Timer Dept., General Electric Company, 2310 Homer Ave., Ashland, Mass.



Even the high school football team helped dealer Rosy Glenn of Delta, Colo., in a pre-Christmas

promotion that sold

152 Electric Blankets in 100 Days

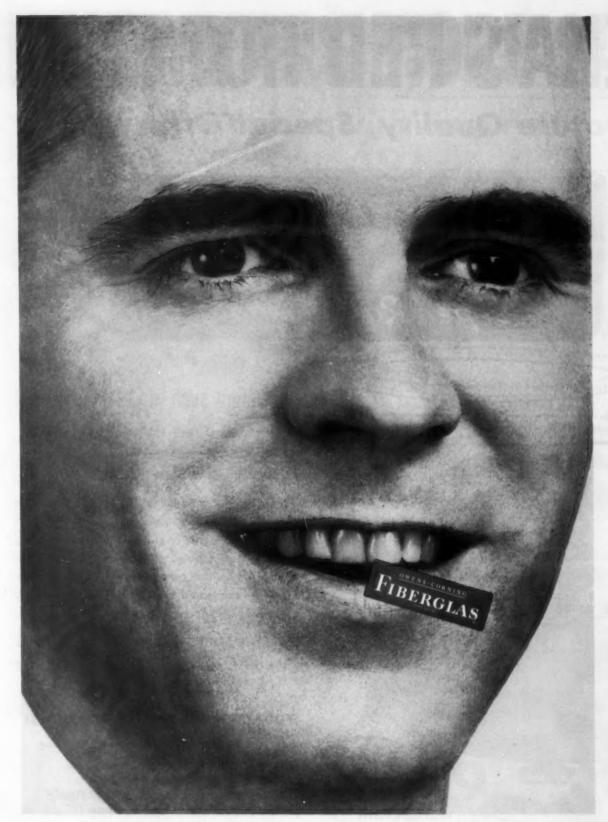
SELLING 152 electric blankets in less than 100 days paid off to the tune of \$1,800 profit for Rosy Glenn, appliance dealer of Delta, Colorado. In achieving this spectacular turnover, Glenn proved conclusively to himself that "no market is too meager for an all-out drive on electric blankets"

This dealer's store, Glenn Hardware and Furniture Co., is located in the small western Colorado town of Delta, with a population of only 4,800. The usual "trading area" common to most such towns is somewhat more sparse in Glenn's case-inasmuch as th: largely barren hills and mountain slopes around Delta give an income to only a limited number of farmers, ranchers, dairy operators, and industrial mine workers. Nevertheless, between October 1 and Christmas day of 1955, Glenn sold 152 blankets, all at full list price, and built himself a reputation as a blanket specialist which has been pulling buyers in ever since.

Until he went on a Caribbean cruise last summer, Glenn had never stocked electric blankets in his allinclusive hardware, furniture, and appliance store in Delta. However, during the cruise which he won (Continued on page 129)



ALL-OUT promotion in 4,800-population Delta included these elaborate in-store displays of blanket construction and appearance. Dealer Glenn used eight radio spots a day, TV, extensive ads, blanket clubs, still made \$12 profit a blanket.



The sale comes easier when you say this name

To your prospects, any appliance is a better appliance when you tell them it's made with Fiberglas* Insulationand they see the Fiberglas label. For Fiberglas is an old friend they've met in hundreds of extra-value products ... and continue to meet every week in the pages of LIFE and more than a dozen other consumer magazines. Our

year-round program of national advertising tells your customers how Fiberglas Insulation makes good appliances better—and new appliances possible—by muffling sound, controlling heat or cold in every appliance from a toaster to a huge freezer. Put this consumer acceptance to work for you-mention the Fiberglas Insulation during every demonstration . . . and clinch the sale! Owens-Corning Fiberglas Corporation, Department 104-L, Toledo 1, Ohio.



*T-M. (Rog. U.S. Pat. Off.) O-C.F. Corp.

Speedy Sales Maker

Take a minute of your sales talk for this brief, simple demonstration of the superiority of Fiberglas Insulation. It pays dividendsgenerates real conviction that may help you change a no sale to a sale! Write today to the address below for your free sample blanket of Fiberglas Insulation, and—



Sell with the sample:

While your customer watches, wrap up a pot or container filled with steaming coffee—or hot water in the sample Fiberglas Insulation. Fasten with a rubber band, then place in a freezer or refrigerator freezing compartment.



Sell as long as you like. The drive home the thermal efficiency of the Fiberglas Insulation in the appliance you're selling! Open the freezer, unwrap the hot liquid, pour a cup for your customer! It's still piping hot . . . impressive demonstration of how Fiberglas Insulation really keeps heat and cold where they belong!



Show the Fiberglas Insulation again. Explain how glass fibers—many times thinner than a human hair create millions of dead air cells . . more than ordinary insulating materials. That's why less Fiberglas is needed on the job . . . why an appliance can be smaller on the outside, bigger on the inside, when it's Fiberglas-insulated!



Write new for free regrints of Fiberglas' colorfui two-page LIFE ad on Adequate Wiring— ng our part in this continuing ad campaign to promote satisfied ners for you . . . boost your sales!

EUREKA'S RED HOT FULL

Feature Quality, Special Offers, Price



EUREKA WILLIAMS CORPORATION

In Canada: ONWARD MANUFACTURING CO., LTD.,

EUREKA GIVES YOU A TOP CLEANER FOR EVERY MARKET

LINE MEANS MORE SALES!

...You can't miss with Eureka!



OFFER AT

\$4995

COMPLETE WITH TOOLS
Roto-Dolly Slightly Extra—Optional!

Powerful! MODEL BOS

EUREKA

Standard Roto-Matic

Sensational Price Leader—Reduced from \$69.95
Pulls in Prospects Fast!

Reduced from original \$69.95...this powerful Eureka is a fast "seller" at good profit! Quality-proved in hundreds of thousands of homes, it's loaded with fast-selling features...allows easy sell-up to higher priced Eureka models. Feature it in all your ads!

- 8-pc. set of Attach-O-Matic Clip-On Tools
- Powerful Suction-full 7/8 H.P. motor
- Throw-Away Dust Bag-Triple Filter
- Easy-Action Zip-Clip Swivel Top

Magic! Easy Do! MODEL 5-255

• 3-D Rug Nozzle with floating brush

Beats, Sweeps and Suction Cleans! No Dust Bag to Empty!

Many prospects prefer an upright vacuum cleaner for big rugs and wall-to-wall carpets. Cash in now with Eureka's Super Automatic! It carries a low price with a big profit! Advanced easy-do features make it today's finest upright. Automatic 3-way action cleans quickly in

POWER-DRIVEN NYLON
"DISTURBULATOR"
removes embedded
dirt—hair—threads

8-pc. set of Deluxe Cleaning Tools in convenien "Handy-Pak" is

\$1995 COMPLETE

BLOOMINGTON, ILLINOIS

one single easy operation.

Kitchener, Ontario

... ORDER "SURE-FIRE" PROMOTION AD-MATS AT ONCE!

Cooperation Would Help

such imperfections as an upside down door shelf and so on."

"I don't think construction quality is adequate," says a Phoenix dealer. "Mass production and unskilled help are defeating the brilliant engineers who design the appliances."

The principal of a Texas vocational school says: "Appliances are more susceptible to trouble because of poor engineering and testing by manufacturers trying to rush products into a competitive market. More testing is the answer."

This complaint is echoed by a women's magazine editor who points out that the consumer has become a member of a "trial panel" as new products are rushed into the marketplace.

"Manufacturers are 'cutting corners'," says a Helena dealer and the answer in his opinion lies in "better testing and assembly."

In Oklahoma a distributor and two dealers all agreed that "better testing" was needed.

And in Salt Lake City a dealer who had been assured that one out of every 18 appliances was thoroughly pre-tested on the assembly line decided to check for himself. He visited the factory and came away convinced that only about one in 40 products was tested because the tester had been given an extra job some place else on the line in addition to his test work.

Some Standardization Is Needed

"Standardization is a dirty word to manufacturers but it's a real problem," one utility executive told Electrial Merchandisms. Few dealers complained specifically about this problem, perhaps because their service is limited largely to the few brands they sell. But those engaged in servicing many brands (utilities for example) find standardization a real headache.

In his article, Detroit Edison's Compton says a service shop would have to stock 15,000 items to have a complete parts inventory. Picking items at random he says 1000 parts for 50 different makes of irons must be carried and that 425 stock items for 40 space heaters are required. Ranges require 4000 parts and a simple item like a convenience outlet comes in 60 different types in common use. His plea: couldn't some unimportant things like switches and outlets be standardized? One company has done it, he said, and has cut surface switches from 130 types to nine, pilot lights from 100 to 50 and percolator pumps from 60 to two.

No one who makes suggestions like these is implying that product development should stop. Distinctive features must be developed by each manufacturer. But within each product there are certain components which lend themselves to some sort of a standardization. One utility, for example, carries 591 different nuts, bolts and screws in stock to handle service on traffic appliances. Standardization here and in the parts discussed by Compton may be both feasible and desirable.

The Consumer Is a Problem

Nobody knows just how much the industry's service problem could be simplified if the consumer would cooperate. One firm esti-mates that 40 percent of service calls on its products are educational calls. A slightly more conservative figure was offered by Miss David-son in her article: "Those of us who push the switches, turn the dials and set the controls are at fault, too. One out of every four calls for service in a large metropolitan area was found to be unnecessary. The trouble was not caused by a defect in the product or improper design-it was traced directly to us, the user who someway failed to follow instructions. So what, you ask? It does mean service is more costly, for the effective organization must be large enough to handle these 'wolf-wolf' calls.

For years manufacturers have been accused of creating consumer headaches by relying on incomplete or ineffective instruction booklets. That accusation is not as valid today as it used to be. To be sure, some firms still send out booklets which are incomplete and read more like a promotion piece than a "how to use" manual. But many more firms have seen the light and now include complete, easy to understand instructions with each appliance. What remains is the problem of inducing the housewife to read through the booklet before she tries her hand at the new appliance. Too often the booklet is put aside for later study and the consumer plunges ahead to

"try out" her new product.
But instruction booklets are only a small aspect of the "consumer" problem insofar as service is concerned. Of much greater importance is the almost complete lack of understanding the customer has of the place of service in the appliance industry, the terms of the warranties and guaranties offered her, and almost every other question concerning service. The consumer's ignorance on this subject is so complete that in too many cases she does not even know where

to turn for service when she needs

The misunderstandings possible when the customer is thus confused are obvious. She compares notes with neighbors and from them she gets a completely erroneous idea of what she herself can expect. The neighbor may be getting service that is better than average or worse. It may cost to much or too little. At any rate, it's hardly a safe and objective guide for the woman who isn't even sure just who's going to service her ailing appliance.

Discount houses, builder sales and direct sales complicate the problem. In some cases discounters glibly assure the housewife that "the manufacturer stands behind the warranty." Technically this is true. But to the uninitiated it means that if something goes wrong the manufacturer is going to take over her complete service problem.

But customers of discount houses aren't the only consumers shopping around for service these days. Take the resident of Mt. Kisco, N. Y., for example. When she pur-chased a washer she was told to call a central service operation in Mt. Vernon for service on it. Each time she called the serviceman had been in that territory "only yesterday" and it would be a matter of several days before enough calls accumulated to justify his return. The customer began trying out other service firms, finally found one fairly close by which provided prompt service. The real moral of the story, however, lies in the fact that the new serviceman convinced the housewife that her present washer wasn't built to stand up under the use she was giving it and succeeded in selling her a different brand which he carried. Because service is instantly available on the new washer, the housewife is convinced she made the best of a troublesome situation.

Herein lies the real significance of the service problem. It's obvious that service is creating a public relations problem for the industry.

The Mt. Kisco housewife certainly did not feel kindly disposed toward the industry as a whole when a supposedly modern product gave trouble which required long delays for service. But more specifically, one can understand the implications of a "public relations problem" when you realize that this housewife ultimately bought a different brand of washer from a different dealer in a different community. All business is local and problems which hurt business become pretty local in their effect.

WHAT'S THE SOLUTION

There's concern at every level of the industry today over service. Unfortunately there are several important areas of disagreement and differences in these areas seem to be preventing the industry as a

whole from taking positive action in other directions.

Take standardization, for example. Several utilities which offer free appliance service are particularly concerned over this problem. But spokesman for manufacturers think that it's a problem unique to firms like utilities which take on responsibility for servicing many brands of products. Beyond that, manufacturers will not "compromise" their right to style their products as they wish. Standardization to them means a strait-jacketing of product development. To the utility it means merely an approach to simplifying a trouble-some problem.

Another area of disagreement is central service. To some manufacturers and to some dealers this is a sensible approach to the problem of rendering adequate service. But other dealers feel central service usurps their role and robs them of contacts which would lead to future sales. In ELECTRICAL MERCH-ANDISING'S contacts with retailers and distributors this split over central service became obvious. Some dealers thought it an effective way out of their service problems and were using it as a positive sales tool in selling new appliances. Others blamed many of today's service complaints on the slowness of central service or on its "impersonal" approach. (See story, pages 66, 67.)

These are but two of the areas of conflict which tend to obscure the things industry in general could be doing to simplify today's service problems and perhaps eliminate some of tomorrow's.

Industry Cooperation

Because there are important areas of disagreement within the industry, "cooperation" (like "moderation" in politics) has become almost a dirty word.

Yet informal cooperation between all parties concerned could do considerable to clear up some of the knottiest problems facing the industry.

Take the question of product training. As mentioned before, servicemen resent the fact that a product may be on the market for months before complete service literature becomes available. The solution is obvious: manufacturers should make such information available simultaneous with announcement of the new product. On the other hand, the serviceman has a responsibility to make the most of such information. Dealers, for example, should take whatever steps necessary to see that their servicemen attend the product training sessions conducted by manufacturers and distributors.

Product design is another area where cooperation and understanding of mutual problems would help avoid many service headaches. Manufacturers should realize that

Appliance advertisers put the most in III



and retailers get the most out of it becaus

Nothing pays off



1. For Advertisers

That's why, so far this year, appliance advertisers have almost doubled their investment for selling in LIFE. That's why, in the major appliance field, they put more in LIFE than in the next five leading magazines combined. Here are the figures:

MAJOR APPLIANCES (Revenue first half)

| Magazines | 1956 | 1955 | |
|------------------------|-------------|-------------|------------------|
| LIFE | \$5,110,387 | \$2,688,709 | (90.1% increase) |
| Saturday Evening Post | 1,961,447 | 2,251,582 | , |
| Better Homes & Gardens | 1,395,057 | 1,279,221 | |
| McCall's | 612,507 | 621,280 | |
| American Home | 588,957 | 482,410 | |
| Good Housekeeping | 547,157 | 501,876 | |

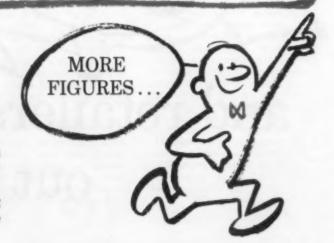
and, in the overall appliance field, once again advertisers increased their investment in LIFE. Here are the figures on:

HOUSEHOLD EQUIPMENT AND SUPPLIES

(Revenue first half) Magazines 1956 1955 \$6,313,629 \$3,668,135 (72.1% increase) Saturday Evening Post 3.121.959 3.063.280 Better Homes & Gardens 2,465,081 2,322,519 Good Housekeeping 1,306,069 1.352.387 Ladies' Home Journal 1,244,965 1,218,987 McCall's

2. With People

Wherever they are, people look to LIFE for excitement, information and fun. And, wherever they are, LIFE keeps selling them on the products advertised in LIFE. (With approximately 1 out of 5 people in the United States moving each year . . . the retailer, by featuring the brands he knows—famous brands—will attract more of these newcomers to his store.)



like III (\$)\$)

More people read LIFE than any other weekly magazine

LIFE's circulation is 5,714,310
LIFE's weekly audience is 26,450,000
And, at the local level,

In the course of 13 issues, LIFE reaches 3 out of 5 households in the average community.

What's more,

A single issue of LIFE reaches 29.4% of people aged ten and over in households with an annual income of \$5,000 to \$6,999 . . . and 38.2% of people aged ten and over in households with an annual income of \$7,000 or more.

And you know that's where most of your best customers are found.

No wonder LIFE pays off big-

3. For Retailers, too

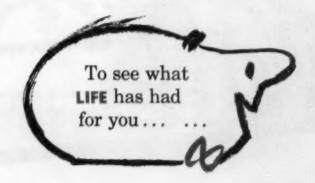
A scientific survey conducted by Audits and Surveys Co., Inc., an independent research company, among a wide sampling of retailers in major fields showed that: across the board, LIFE is the retailers' favorite magazine and "Advertised-in-

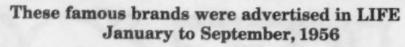
LIFE" their favorite merchandising tool. Here's what appliance retailers reported:

LIFE is their first choice to carry advertising for the brands they sell.

And, most important,

By actual count in the stores—3 times as many appliance dealers use advertising in LIFE for their tie-in displays as use that in any other magazine.





Make sure you make them pay off for you by tieing in regularly with "Advertised-in-LIFE."

MAJOR APPLIANCES

General Electric Co.—54 pages Dishwashers—10 pages Kitchens—4 pages Product Service—3 pages Ranges—12 pages Room Air Conditioners—12 pages Wall-Refrigerators—4 pages

Washers — 9 pages
Frigidaire Division of General
Motors — 31 pages
Dishwashers — 2 pages
Ranges — 7 pages
Refrigerators — 14 pages

Refrigerators — 14 pages Laundry Equipment — 8 pages Avco Manufacturing Corp. — 24 pages Bendix Laundry Equipment — 15 pages Crosley Ranges — 3 pages Crosley Refrigerator-Freezers —

6 pages
Hotpoint Division of General Electrie—21 and ½ pages
Laundry Equipment—14 and ½ pages

Ranges — 2 pages
Refrigerator-Freezers — 5 pages
Westinghouse Electric Corp. — 21 pages
Air Conditioners — page
Laundry Equipment — 8 pages
Ranges — 2 pages
Refrigerator-Freezers — 10 pages

Refrigerator-Freezers — 10 pages Whirlpool-Seeger Corp. — 8 pages RCA-Whirlpool Air Conditioners-6 pages RCA-Whirlpool Washers and

Dryers—2 pages
Singer Sewing Machine Co.—
7 and ½ pages
Sewing Machines—5 and ½ pages

Vacuum Cleaners — 2 pages Norge Division of Borg-Warner Corp. — 7 pages Refrigerator-Freezers — 3 pages Washers — 4 pages Admiral Appliances — 6 pages

Admiral Appliances—6 pages
Amana Refrigerators & Freezers—
6 pages
Phileo Appliances—6 pages

Phileo Appliances — 6 pages Eureka Vacuum Cleaners — 5 and ½ pages The Maytag Co. — 4 pages

Refrigerator-Freezers – page Laundry Equipment – 3 pages Fedders Air Conditioners – 3 and ½ pages

Lewyt Vacuum Cleaners—3 and ½ pages
Youngstown Kitchens—3 pages
Easy Washing Machines—2 pages
Pfaff Sewing Machines—2 pages
Regina Floor Polishers—2 pages
Universal Vacuum Cleaners—2 pgs.
Coleman Heating and Air Conditioning—1 and ½ pages
Apex Electrical Manufacturing Co.

Apex Electrical Manufacturing
—page

Washers and Dryers—½ page
Elns Sewing Machines—page
Gibson Refrigerator Co.—page
Ranges—½ page
Refrigerator-Freezers—½ page
Kelvinator Ranges-Refrigerators—
Freezers—page
White Sewing Machines—page
Dearborn Air Coolers—½ page
Morse Sewing Machines—½ page
York Room Air Conditioners—½ pg.

Bell Sewing Machines—1/2 page American Anker Sewing Machines

Master Wax-O-Matic — 168 lines
Eldorado Vacuum Cleaners — 28 lines
Modern Sewing Machines — 28 lines
Remington Sewing Machines — 28 li.
Shetland Floor Polishers — 28 lines
Aire Mate Air Conditioners — 14 lines
Durkopp Sewing Machines — 14 lines
Eska Air Conditioners — 14 lines
Viaetti Sewing Machines — 14 lines

HOUSEWARES

General Electric Co.—10 pages Lamps and Bulbs—4 pages Skillets—6 pages Sunbeam Corp.—7 and ½ pages Frypans—page Power Mowers—2 and ½ pages

Frypans—page Frower Mowers—2 and ½ pages Shavers—3 pages Steam Irons—page Westinghouse Electric Corp.—6 pgs.

Lamps — 3 pages
Portable Appliances — 2 pages
Toasters — page
Norelco Shavers — 5 pages
Duo-Therm Power Mowers — 4 pgs.
Schick Shavers — 4 pages

Schick Shavers —4 pages
Toro Mfg. Co. —3 and ½ pages
Remington Shavers —3 pages
Reo Mowers —3 pages
Reynolds Aluminum Appliance
Campaign —3 pages

Campaign—3 pages
Ronson Shavers—3 pages
Hunter Fans—2 and ½ pages
Coleman Outing Division—1 and
½ pages

½ pages Emerson Fans—page Farber Coffeemakers and Frypans—

page
Harvester Moto-Mowers—page
Homko Power Mowers—page
Sylvania Bulbs—page
Choremaster Rotary Mowers—½ pg.
Excello Power Mowers—½ page
Knapp-Monarch Jugs & Chests—
½ page
Parker-Allen Power Tools—½ page

Parker-Allen Power Tools—½ page Power Products Mower Engines—½ page ½ page Republic Power Mowers—½ page Signal Fans—½ page Diehl Fans—¼ page Presto Cookers—¼ page Presto Control Master—¼ page W & K Electric Sandwich Bars— ½ page Royal-matic Coffeemakers—½ page Burgess Sprayers—84 lines Empire Fans & Skillets—70 lines Eversharp Mowers—56 lines Merit Fryer-Cookers—28 lines Eaka Power Mowers—14 lines

RADIO

Radio Corporation of America—8 pages
RCA Victor Hi Fidelity—page
RCAVictor Phonographs—3 & ½ pgs.
RCA Victor Radios—page
RCA Victor Records—2 & ½ pages
Columbia Record Club—4 pages
General Electric Radios—2 pages
Magnavox Hi Fidelity—page
Motorola Portable Radios—page
Philco Radios—page
Westinghouse Radios—page
Ampro Tape Recorders—½ page
General Precision Tape Recorders—½ page
Majestic International Hi Fidelity—
½ page

TELEVISION

Radio Corporation of America—
16 and ½ pages
RCA Television Service—page
RCA Tubes—3 and ½ pages
RCA Victor Television—12 pages
General Electric Co.—9 pages
Tubes—3 pages
Television—6 pages
Crosley Television—7 pages
NBC Color Television Programing—
5 pages
Philco Television—5 pages
Magnavox Television—4 and ½ pgs.
Hotpoint Television—4 pages
Motorola Television—3 pages
CBS—Columbia Television—2 pages
Emerson Television—2 pages
Emerson Television—2 pages
Emerson Television—4 pages
Spartan Television—½ page

SPECIAL CAMPAIGNS

Electric Companies Advertising Program—7 and ½ pages American Gas Association—5 pages Live Better . . . Electrically—3 pgs. Kennecott Copper Corp.—2 pages Owens Corning Fiberglas Adequate Wiring Campaign—2 pages

DVERTISED IN

First with appliance advertisers...
First with appliance dealers and distributors

Sources for audience: A Study of Four Media; A Study of the Household Accumulative Audience of LIFE.

- CONTINUED FROM PAGE 92-

some products are unnecessarily difficult to service. Wherever possible, the serviceman's problems should be considered in the final design of a new product. Even here, however, there is a corres-ponding obligation on the part of the retailer. For one thing, service headaches should be discussed with the manufacturer's representatives so that problems in current products can be taken into consideration in designing new merchandise. Second, the dealer will have to realize that certain production techniques which may make service more difficult are the very techniques which make it possible for a manufacturer to market a product at a competitive price. In such cases the manufacturer may, instead of simplifying the service approach, devote his energies to producing a service-free mechanism which will still incorporate the savings of the particular production technique in question.

There are, quite obviously, a number of such specific problems which lend themselves to cooperation on the part of various segments of the industry. Such cases involve the mutual working out of specific technical or trade problems.

Broader Cooperation

But cooperative effort on a much broader scale is needed to overcome some of the problems facing the industry today

industry today.

Consider, for example, the manpower problem. Few young men even consider service as a possible career. Salary scales are sometimes inadequate but probably the main deterrent is a less tangible one. It is simply this: the job of serviceman carries no prestige and, perhaps even worse, service looks very much like a dead-end road to many young men.

In overcoming this problem an industry-wide effort would seem to be clearly indicated.

What would such an effort involve? For one thing, an institutional type of promotional campaign would have to be undertaken to lend some prestige and glamour to servicing.

That would be only one phase of the manpower effort. Facilities for training new men once they have been recruited would have to be set up. And future employers of these newly found servicemen would have to be taught how to make the best use of the men and how to keep good servicemen happy.

But broad industry cooperation need not end here. If, as has been indicated elsewhere in this article, consumer misunderstanding of service is one of the big problems facing the industry today, a broad industry effort toward educating the consumer should be attempted. Obviously there are limits to any such approach. The manufacturer dedicated to central service would not be anxious to cooperate in an advertising campaign which puts special emphasis on service provided by independent servicemen. But there are subjects on which there is general agreement in the industry. A worthwhile campaign might, for instance, be devoted to explaining to the customer the problems facing the service industry. The idea would be to develop a consumer appreciation of the problems faced by the serviceman.

Could such industry wide cam-paigns be organized? Who would lead the way? There's no definite answer to either of these questions. A trade association would seem to be the logical choice as a medium for such an effort. NEMA officials, for example, admit that industry groups might do well to investigate the possibilities of conducting such a recruiting campaign. But trade associations have definite bound-aries beyond which they cannot legitimately operate. It remains to be determined whether any such joint effort on service would fall within the scope of a trade association and it would also have to be determined how broad the support for such an effort might be. It's possible that joint effort even on recruiting manpower is not possible. Many firms may, for example, feel it wiser to devote their budgets to recruiting for their own organiza-

Actually, the question of just who takes action is secondary. The important thing is that the industry awaken to the real scope of today's service problem and the potential for even more difficult problems in years to come. Once this has happened it is obvious that many sources in the industry will begin taking action.

For it is obvious that everyone, from manufacturer through consumer has a stake in meeting the problem. The New York Times summed it up in an editorial last fall.

". . . We are being constantly reminded that the brand-name manufacturer stands behind his product. Plainly, most of them do. But under the present service set-up, sometimes where the manufacturer stands is quite a ways beind it. The warranty is sound enough, but by the time the customer gets through invoking it he is likely to be in a state of well-warranted irritation.

"We are almost in a mood to go back to the wood-fired stove and the old-fashioned dishpan. And we would, too, except that there's a lady in our house who would blow a fuse."

End



1957 GENERAL ELECTRIC FILTER-FLO® WASHER

now with 2 wash speeds...2 spin speeds
SET ANY COMBINATION!

Work wash wash heig

Women's favorite . . . the lint-removing washer. The washer that cleans and recleans wash water . . . leaves no lint fuzz on clothes —is designed to reach even bigger sales heights.

The washer with the filter that takes out lint—the 1957 Filter-Flo Washer—now also gives your customers unmatched spin-speed flexibility for all-fabric washing.

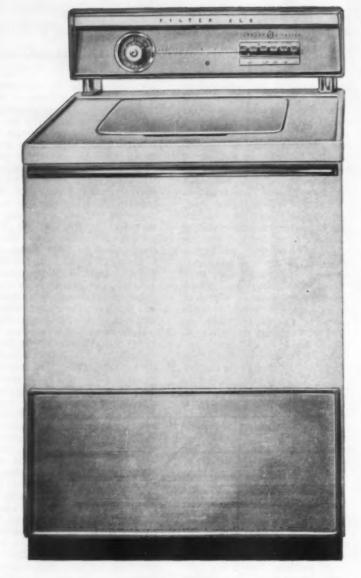
Unlike other washers, a choice of Normal or Slow Wash Action Speed and Normal or Slow Spin Speed can be set in *any* combination to suit the type of fabric washed.

Advantages? Wash synthetics without setting wrinkles. Wash fragiles without "frays." Wash blankets without "felting."

Watersaving Sales Features, too! The 1957 G-E has (1) Automatic Suds Return System (optional) that sets aside

sudsy filtered water for a second wash if desired. 2) Water Saver Selector that saves over 20 gallons on small loads. 3) Choice of Hot or Cold Water Rinses.

With all these features, no wonder you can count on record G-E Washer sales coming up!



NEW GENERAL HOME

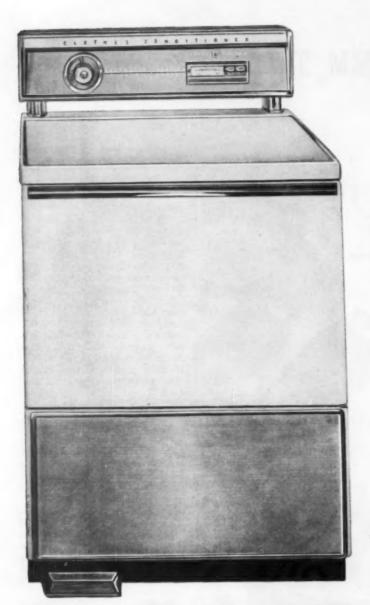
ADVERTISING in every other household

Magazines—Four-color ads in Saturday Evening Post, Look, LIFE, and American Home, plus This Week and American Weekly—reaching every other household in the country.

Local and national TV—Twentieth Century-Fox Theatre (CBS, Wednesday, 10-11 p.m., EST); "Summer Originals" during the summer and "Broken Arrow" in the fall (ABC, Tuesday, 9-9:30 p.m., EST)—sales demonstrations in 16 million homes week after week.

America's fastest-selling automatic washer and dryer

... better ever!



1957 GENERAL ELECTRIC **AUTOMATIC DRYER**

now dries a typical-size family wash IN AS LITTLE AS 35 MINUTES



G-E Dryers - No. 1 with customers in 1956! And now the 1957 General Electric Automatic Dryer (DA820P) has more efficient automatic operation than ever, and it's faster

Designed to dry all washables perfectly, automatically, the G-E Dryer requires just a

simple setting of its unequalled Automatic Control. Dial "D" for Delicates, "N" for Normal pieces, "H" for Heavy fabrics. The centrol adjusts drying times and temperature according to the fabric load.

New High-Speed Drying System dries clothes faster at low, safe temperature by making the best use of air circulation instead of direct heat. Typical-size load of family cottons can be dried in as little as 35 minutes at 230 volts.

No Special Wiring Needed. This G-E Dryer operates on standard 230-volt or 115-volt circuits-no special wiring needed. Just plugs right in like a refrigerator.



Added sales features include the Automatic Sprinkler, the Air Freshener, the toetouch Magnetic Door. With all these to attract customers, you'll want to get ready now for your biggest dryer season.

ELECTRIC LAUNDRY PAIR

There never was a better time to stock, display and promote the G-E Washer and Dryer. They're the pair designed to sell fastest! If you're interested in the kind of business you can do with G. E., see the G-E distributor serving your area. General Electric Company, Home Laundry Department, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product



GENERAL ELECTRIC

In every market across the country the General Electric line of automatic washers and dryers has been selling faster than ever before in history because the General Electric line is so packed with features easy to demonstrate and features customers want.

Dozens of General Electric dealers have sold more Filter-Flo Washers than all other washers combined.

THERE'S GOLD IN THEM THAR YELLOW PAGES...

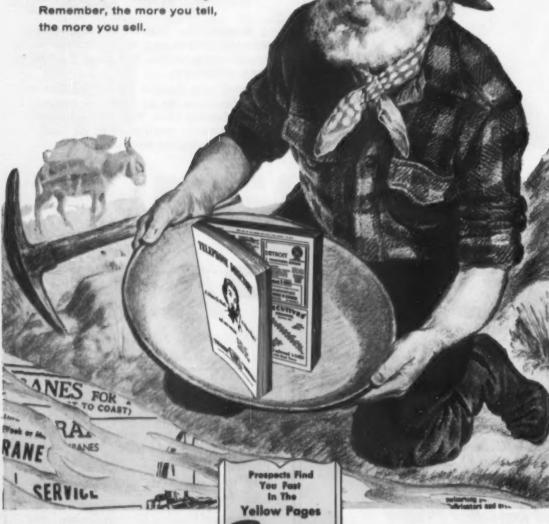
FOR ELECTRIC APPLIANCE DEALERS.

Advertising in the Yellow Pages of telephone directories has panned out for hundreds of successful electric appliance dealers across the country.

That's because the "Look-in-the Yellow Pagesbefore-you-buy" habit sends nine out of ten people to their telephone directories. And that habit is continually encouraged by advertising in magazines, newspapers and on television. Make sure you are represented in the

APPLIANCES, ELECTRIC EQUIPMENT, TELEVISION DEALERS & SERVICE, WASHING MACHINES and other profitable headings. Remember, the more you tell, the more you sell.

Yellow Pages under ELECTRIC



Find out more about this effective sales tool. Get in touch with the Classified Directory Representative at your local telephone business office.

Central Service Saves

-CONTINUED FROM PAGE 66-

to secure about \$2,500 in added sales volume by having more time to devote to sales and directing his

Savings Plus Added Sales

But is central service proving

satisfactory?

"It certainly is," McCauley in-ts. "The distributor has welltrained personnel, all experts in their work. They are closer to fac-tory engineers and therefore nearly always more qualified to repair that factory's products. And they are interested in my customers. I carry Crosley-Bendix lines and the distributor's servicemen know that unless a customer is satisfied, their firm is going to lose business. These servicemen carry on their trucks a parts inventory ranging close to \$1,300. I can't afford to do it."

"Extra" Service Given

McCauley believes central service can give that "extra" service, such as being lenient about extending warranties, if a call comes a few days after a warranty has expired. The distributor can afford to do it easier, he believes, especially on an aggravated complaint. the bill. Too often a dealer extends too many warranties. If a dealer does do it on his own. Mc-Cauley points out, then the dealer's losing money on service.

He also is convinced a distributor can give just as prompt service as

the dealer, if not more so.
"If my two trucks had to answer calls in widely scattered areas, it usually took more time to answer them. But a distributor has many more trucks and men and each is assigned to a small area, therefore increasing the possibility of their getting to a home in that area sooner. It also lowers expenses when one truck can work in one small area, rather than cover the entire city as I had to do," he says.

Explained To Customer

When a customer purchases a washer, for example, McCauley explains how it will be serviced. The customer is told to call the distributor's central service department. Should the customer call him, Mc-Cauley will relay the call to the distributor, but he suggests that the customer do it in order to make a satisfactory appointment.

"Central service is indeed the savior of the small dealer. It lowers my cost of operation, assures me of a definite profit on a sale, provides top-quality service and gives me time to concentrate on building the sales volume I need to stay in business," he concludes. End



THE FREE "OPERATION SNOWFLAKE" PROMOTION KIT CONTAINS:

- 8 merchandising tags, $5^{\prime\prime} \times 5^{\prime\prime}$. . . 4 red and white and 4 green and white.
- 2 appliance streamers, die-cut, $55'' \times 81_2'''$; red, green and white, 4 benefit banners, $14'' \times 51_2''' \dots 2$ red and white and 2 green and
- 1 poster, in color, 36" x 22".

Reproduction art, which includes finished art for mailer and ads.

Merchandising plan book, containing 8 pages of useful ad material,
display ideas, merchandising plans.



055

Send for the merchandising Set up displa Advertise the Appliance," an

You'll sell more
major appliances
... if you team up with

U.S. Steel's Christmas Promotion

"OPERATION SNOWFLAKE"

Here's what U. S. Steel will do to push major appliance sales during the Christmas selling season:

On TV's United States Steel Hour-6 commercials during November and December, each reaching 25 million people.

*In Over 300 Newspapers—United States Steel will run big-space "White Christmas" ads in newspapers with circulations totaling over 25 million.

By "Saturation" Radio-2000 appliance sales messages will be beamed to 85% of the country's population.

Here's what you should do to profit from the big push:

Send for the free promotion kit: display materials, suggested ads, display ideas, merchandising plans.

Set up displays using the material in the free kit.

Advertise the promotion slogan, "Make it a White Christmas . . . Give her a Major Appliance," and the snowflake symbol, in newspapers, on radio and TV, and through direct mail.

Join together with your bank and utility company to make your own "Operation Snow-flake" produce even more appliance sales.

| Robert C. Myers, Director Market Development Division | EM-106 | Please list the brands of appliances that you ha |
|--|------------------------|--|
| United States Steel Pittsburgh 30, Pa. | | |
| Please reserve my free "Operation Snowfi help boost my appliance sales. | lake" Promotion Kit to | |
| Name | *********** | *1 |
| Firm | ********************** | |
| Address | | |
| City | State | |

major

VM's gift Package for You:

PRODUCTS!
PROMOTION!
PROFITS!

V-M's gift to you is sales FOLLOW-THROUGH! Here's a planned-for-profit BIG DEAL for hefty pre-Christmas sales and a big FOLLOW-THROUGH for big post-holiday business, too! V-M helps you make plus-sales from Nov. 15 THROUGH Feb. 15. No first-of-the-year slump when you sell V-M. Make Nov. 15—Feb. 15 your "V-M KEY QUARTER"—the biggest selling season of the year!













THE GIFT THAT KEEPS ON GIVING THROUGHOUT YOUR 'KEY QUARTER!





Before and after Christmas, you get real help from V-M! Hard-hitting ads in national magazines throughout your "V-M KEY QUARTER!"

Dramatic displays for use now through Christmas and (with easy-to-make changes) clear through 'till spring! On top of it all, V-M builds traffic and sales for you with outdoor signs, dealer decals, product banners, four-color postcard mailers, 24-sheet outdoor posters, recorded radio jingles and spots, radio scripts, TV films, movie trailers in color, effective publicity in all major media and the hottest product line on today's market!



V-M 'Fidelis'® Teble-Madel Phonograph, Model 560. Three speakers for authentic high fidelity, V-M 'Super-Fidelis' 4-speed changer with exclusive 'Siesta-Matic' Blande or mahogany, \$149.30 List." Walnut, \$154.50 List." Ebony, \$159.50 List."



V-M Popular-Priced able Phone, Model 12 push-pull amplifier, 'Super-Pidelis' 4-spr 'Siesta-Matic', 45 s features. Two-tone



V-M 'Fidelis'® Console Phonograph, Model 565. Authentic high-fidelity, 'Super-Fidelis' 4-speed changer with exclusive 'Siesta-Matic'. Blonde or mahogany, \$199.95 List.* Walnut, \$204.95.* Provincial-styled fruitwood, \$219.95 List.*





V-M Model 1275 Automatic Portable Phone. Beautiful, powerful, versatile and priced right! V-M 'Super-Fidelis' 4-speed changer with exclusive 'Siesta-Matic', dual-needle cartridge, fine tone. Two-tone brown or two-tone gray leatherette. 87-99.5 List.'



V-M 'Teentime' Automatic 45 rpm Portable Phone, Model 625. Plays a daze popular "45" records automatically. Front-opening speaker, separate tone and volume controls. Light, bright and lyric. Red and gray, green and white or redish-buff and white. \$39.95 List."



V-M 'Playtime' 4-speed Portable Phone, Model 210. THE phone for small-fry, Built to take it. Front-opening speaker, 4-speed selector, separate tone and volume controls. Red and gray, green and white or reddishbuff and white, \$29.95 List.



V-M Paputar-Prised Automatic Pertable Phone, Model 1260. Tops for value at a down-ta-earth price. V-M 'Super-Fidelis' A-speed changer with exclusive 'Siesta-Matic' plays everything on records. Raddish-buff and white leatherette, \$34.95 List.*

*Slightly higher in the West.

Get Set NOW for Key Quarter Profits! See Your V-M Distributor Today! Get the facts on the Big Deal Wrapped up for You in V-M's Gala Gift Package!



V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Gift Season Ahead!



DOMINION Immersible FRY-SKILLET

Choice of two sizes. Immersible for easy cleaning. Controlled heat; E-Z Cook Guide; "silvercraft" finish; signal light. Cover in pol-ished aluminum or copper finish. Cookbook

| Model | 2212 | (101/2" | size, | less | cover). | Retail | \$16.95 |
|-------|------|---------|-------|------|---------|--------|---------|
| Model | 2211 | (101/2" | size, | with | cover). | Retail | \$19.95 |
| Medel | 2216 | (111/2" | size, | less | cover) | Retail | \$19.95 |
| Medel | 2215 | (111/." | size. | with | cover | Retail | \$23.95 |



DOMINION Automatic COFFEE MAKER

Brews 4 to 10 cups; makes instant coffee, too. Flavor regulator assures same fine flavor every time. Indicator jewel; stay-cool handle; cup

| Medel 160 | 3 (Polished aluminum). | Retail \$16.95 |
|-----------|------------------------|----------------|
| Model 160 | 4 (Chrome) | Retail \$19.95 |



DOMINION Pop-Up TOASTER

New single lever control with super silent timer. Current shuts off when bread is toasted. Large crumb tray in base. Chrome styling.

Model 1120..... Retail \$16.95

See Your Dominion Distributor Today!



DOMINION "Grid-O-Matic" TABLE COOKER

Exclusive "Revers-O-Grids" quickly convert table cooker to waffle iron. One set of grids does the work of two. 162 sq. in. of cooking surface. Heat control.

Model 1311 Retail \$24.95-\$25.95*

Price Denver and West

DOMINION ELECTRIC CORPORATION · Mansfield, Ohio

In Canada: Samson-Dominion Ltd., Toronto



Service Built Business

- CONTINUED FROM PAGE 67-

a regular stop for people living within a 50-mile radius. With a record of 70 percent repeat business, the company averages sales of 150 washers a year, and last year this represented 50 percent of all the Maytag washers sold in the county. In its fix-it era, the enterprise covered 24 x 25 feet, which has been boosted to the present 25 x 100 foot status, every foot of it lined with displays of leadingname appliances, including a nor-mal stock of 25 washers. "You don't find a display of this size in most small towns," points out the dealer.

Answering up to 12 service calls daily, the hub of the operation is the basement-located service shop where there are four servicemen. The firm's three pick-up service trucks travel over a wide country territory, regularly going out thirty and forty miles to repair washers.

Back of the showroom, where it is convenient to show customers, is a \$6,000, open-bin arrangement of washer parts-every item needed to repair Maytag machines built since 1932. Here is every part for a Maytag from a 5¢ rubber washer to a complete wringer head. If necessary, the firm could build a complete washer from the ground up. In fact, that's what one lady has bargained for-a washer built to the exact specifications of her present worn-out model which is ten years old.

Good Repairs Are Hard to Get

"Anyone who has lived in a small town has a keen understanding of the difficulty of getting good repair on anything-from leaky plumbing to a motorcar with faulty ignition," says Morris. "A large share of our business comes from farmers and people in outlying small communities who appreciate the fact that we're geared better than a good many city dealers to service what we sell. In fact that's our slogan-'Remember, We Service Anything We Sell.'"

"Ten years ago," he explains, "we were repairing all brands of washers when no one else in this part of the country was set up to give any kind of service. One of the big sources of trouble then was water seepage in the gear housing which caused grease to overflow. We usually had to tear the washer down and put in new center plate and gaskets. Nobody else around here could do that."

"Our service department has never been out of the hole and probably never will be," he as-serts. "But we refuse to charge this off as a loss because it sells too much merchandise for us. We (Continued on page 108)



Another satisfied customer, and she will stay satisfied because she has received the benefits of trained servicemen and she has received only factory specification parts, which are made available for all models up to 15 years old.

A New Value Has Been Placed on Washday

Yes, the value of Customer Satisfaction is our first and foremost concern. The customer expects and is entitled to the finest service available. In order to insure our reputation, the highest quality standards in the appliance industry have been established to guarantee RCA WHIRLPOOL products.

If customer service is required, Whirlpool-Seeger has the same factory specification parts immediately available, for all models up to 15 years old. You cannot risk your reputation or the manufacturer's by the use of substitute parts because only factory specification parts are made to the original exacting required specifications.

To further insure customer satisfaction, Whirlpool-Seeger provides the finest field service specialists in the appliance industry. They help you train service personnel with field training sessions . . . free at-the-factory training schools . . . even correspondence courses on service.

Your customers place new value on your service when they know you can supply the correct quality parts rapidly... even for their old laundry appliance. See your authorized RCA WHIRLPOOL distributor or A.P.J.A. parts jobber and get acquainted. He will satisfy all your needs for factory specification parts.

Proof positive, that a new value has been placed on washday.

FACTORY SPECIFICATION PARTS FOR



Whirlpool PRODUCTS

meet the toughest specifications in the industry.

Use of trademarks of and BCA authorized by trademark owner Redia Corporation of America

YOU CAN GET THIS RIGHT NOW!

New 1-HP General Air Conditioner

Now—a new one-horsepower air conditioner that works on a 115-volt circuit—yet packs a big 9000 BTU* cooling capacity. And it's a 16½-inch General Electric Thinline (as you know the hottest thing in room air conditioners). So it takes up ⅓ less space than old-style models, fits almost anywhere. Think of the market for such an air conditioner. Think of the profits! Better be prepared for the sales BOOM. Your distributor is filling orders now.

*Cooling capacity measured in accordance with ARI standard 110-56.

Progress Is Our Most Important Product



Electric Thinline works on 115 volts





Service Built My Business

-CONTINUED FROM PAGE 104-

just charge it back to sales and balance it out."

"One of the reasons our service department is such a business-builder," he says, "is that we give the customer a break on the warranty everytime we can. We'll go out to a customer's home, knock a motor off, spend an hour working it over, and, if it's within the one-year warranty period, bill the factory. Anytime we can get the customer off scot-free, whether we spent an hour or three hours making the repair, we'll do it."

The Missouri dealer learned to service washers by ripping them apart when the business was in the fix-it shop stage, by burning the midnight oil over service manuals and by phoning the factory when he came a cropper on a repair problem. As a result he has a clear conception of the working mechanisms of washers and likes to drop downstairs a couple of times a day to show servicemen how to save time and labor.

Trade-ins Create Business

Trade-ins, transformed into serviceable stop-gap washing equipment in the shop, are frequently the stepping-stone to new sales. Machines beyond repair are junked; others are overhauled and painted and displayed in a prescribed spot in the back of the showroom. An average of four or five times a year, from 35 to 40 trade-ins are permitted to accumulate when business is rushing and set aside for slack period in the service branch. The dealer estimates that used sales contribute one-fourth of the total washer volume.

"We've usually got a waiting

list of 20 or 30 people who want good used machines," he says. "We try to sell them new equipment if we can by mentioning the one-year guarantee on new washers, stressing the fact that they'll save nine gallons of hot water each washing and warning them that a used washer may run only six months. We ask them why they want to fool around with temporary equipment when they can purchase new washers on a convenient payment plan."

"If we don't score with these tactics," he said, "we drop back a couple of months after we've sold them a used machine and offer them \$25 on it toward a new machine though in some cases they paid only \$15 or \$20 for it.

One of the best things that can

One of the best things that can happen to a small town dealer, Morris says, is to get his line of washers installed in the local hospital and high school. Offering the hospital a good deal on three automatic machines, the dealer estimates he's made a dozen sales to young nurses who saw, and liked, the performance of the washers at the hospital.

Service entered the picture in lining up the high school contract for two automatic washers, according to the dealer. The school was equipped with a competitive line until one of the machines broke down and school officials found there was no local repair outlet.

"It's natural that high school girls who learn to use our washers in their home economics training," Morris commented, "decide they'd like to have a washer 'like they had at school' when they are equipping their own homes."



"OUR NEIGHBORS, NEXT DOOR, TELL ME THEIR ELECTRIC BILL NEVER RUNS OVER TWO DOLLARS."

New-your own

GIFT

for your customers ! available from Graybar!



Your 1957 Gift Gazette is hot off the presses! . . . timed just right to get your heavy selling season under way! This year Graybar has displayed all the popular electrical appliances your customers know and want in 12 colorful tabloid-size pages. Sunbeam, Universal, Toastmaster, GE-Telechron are just a few of the nationally known brand names that lead the list. Plenty of front-page space provided for your own imprint to attract customers in your own selling area. Use the Gift Gazette as a mailing piece, over-the-counter selling tool or for door-todoor promotions. Your Graybar Salesman has all the facts - you'll be pleasantly surprised at the low, low cost of this sure-fire business-producer for extra heavy holiday sales. Call him right now!

605-610

ALSO — Ask your Graybar Salesman for the full details on Graybar's 1957 Catalog of Electric Housewares. Don't hesitate

- sales don't wait!

Call today



Make this season a season of sales with appliances .

HERE

GRAYBAR ELECTRIC CO., INC., 420 Lexington Avenue, New York 17, N. Y.

distributed by GraybaR

IN OVER 130 PRINCIPAL CITIES

You profit when people read "Skimpy Wiring" ads like this...

Kennecott's national campaign for better home wiring with copper helps you increase your sales of electrical appliances.

Use this FREE material for your own better wiring promotions.

Send today for free reprints and poster-sized blowups of Kennecott's latest full-page national advertisements featuring "Skimpy Wiring." Get free copies of the educational booklet, "The ABC of Home Wiring." Ask for complimentary Home Wiring Wall Chart, mat service folder and list of at-cost prices of all material available. No cost, no obligation! Just write to Kennecott Copper Corporation, Dept. M96, 161 East 42nd St., New York 17, N.Y.

The Best Wiring is Copper!



He makes slow work of do-it-yourself jobs!

Weak, undersized "Skimpy Wiring" actually holds back the electrical energy that gives muscle to motors. Don't expect new electric-drill bits or sharp circular-saw blades to speed your work if he is around. This current-stealing household pest can slow down and stall the finest power tools.

Find out how to rid your home of the many electrical ills symbolized by "Skimpy Wiring". Learn how easy it can be . . , how little it can cost . . , to give your home the full HOUSEPOWER of an up-to-date copper wiring system. Talk it over with your local power company or electrical contractor.

Get FREE Booklet! "The ABC of Home Wiring." It clearly explains important facts about your electricity and how you can make it serve you better. For your free copy, just write: Kennecott Copper Corporation, Department M106,Box 238, New York 46, New York.



Kennecott Copper Corporation

Fabricating Subsidiaries: Chase Brass & Copper Co. • Kennecott Wire and Cable Co.

MAJOR APPLIANCE SERVICE

one spare mechanism—and of course the price of this assembly will depend upon the make. But in order to arrive at an estimate, let's assume that if you do not stock one complete mechanism, you will carry an assortment of operating parts for a mechanism that you are permitted to service. (The one work-sheet estimate will serve our purpose in either case.) These parts would include: motor couplings (or belts), pump parts, agitator-shaft seals and drive blocks, controls (or control parts), (1) motor, clutch parts, shafts, gears, and gaskets.

Ironers. Gear case gaskets, control-mechanism springs, switches, and pilot lamps will suffice until experience dictates otherwise.

Dryers. Belts, lamps, (1) control (or a set of control operating parts).

Ranges. Surface units (and/or surface-unit parts), surface-unit cables, switches, pilot lamps, (1) oven temperature control (or set of control parts).

Vacuum Cleaners. For uprights: (6) belts, nozzle brushes, bags, cord sets, switches, handle grips, (6) motor brushes and springs, motor brush caps, and miscellaneous hardware. For canister and tank models: hoses, nozzle brushes, gaskets, filters, bags, switches, and carbon brushes and springs. Defer buying interior motor parts—such as fans, armatures, and bearings—until your demand for these has been established.

Dishwashers. Impellers, (1) control (or control parts), and miscellaneous hardware.

Refrigerators. Starting relays, controls, and automatic defroster parts.

Freezers. Starting relays and controls.

Water Heaters. Assorted relief-valve fuses.

Miscellaneous Materials. Lubricants, wiping rags (or paper wipers), assorted plug and cartridge fuses, sandpaper, emery cloth, grease solvent, assorted hardware (screws, nuts, bolts, washers, cotter pins, etc.), tape, screw-on wire connectors, and so on.

Total Inventory Estimate. In order to pull the loose ends together, we must make two adjustments: (1) if you intend to service more than one make of any appliance listed on the work sheet, you should insert that quantity on the appropriate line in the column headed "how many makes"; and (2) you

may wish to include an allowance for a few fast-moving parts for some of the earlier models which are not interchangeable with those of recent production; if so, add about 25% to such allotments.

If you haven't time now to work out the details and would like to see a round figure inventory estimate, here's a typical example: assume that you handle two makes of vacuum cleaners, two of conventional washers, and one of everything else; your basic inventory estimate including miscellaneous materials would be \$655 for current models only. Then, to include an allowance to cover parts for earlier models of the same make, add approximately \$150, making a total of \$805.

Equipment

Estimated costs of the following items also are shown on the work sheet on page 69.

Truck. As hitherto pointed out, attractive truck signs do afford a heap of free advertising. Moreover, the shelves and drawer cabinets that you can fit into a panel truck do make possible a more orderly arrangement of the mobile parts stock than if it has to be stored in a passenger car trunk. But if you'd prefer not to shell out \$2,000 for a new truck—or whatever you'd pay for a used one—at the outset, you can of course require that your serviceman furnish his own car—as some jobber's do—and pay him a car allowance.

General-Purpose Tools. Most mechanics prefer to furnish their own general-purpose tools. It is better if you require that they do—it means less accounting for your book-keeper.

Perishable Tools—such as files, drills, hacksaw blades, and so on—should be furnished by you. And although listed here with capital equipment for the sake of logical grouping, remember that perishable tools should be entered on your records as an operating expense —not as a capital expenditure.

Special Tools and Testing Devices, basically, include an oven temperature tester, a refrigerator thermometer, a hot-water thermometer, a fuse tester, and a portable series tester. What more you need, will depend upon what makes you service.

Shop Tools comprise a ½ h.p. bench grinder, a vise, and a portable electric drill.

Shop Furniture. A 5' x 30" workbench will serve, but keep in mind that you will need about 50 sq. ft. of floor space altogether for each work station.

Shelving and parts cabinets can be added as the need for additional storage space arises, but for a starter, about 120 sq. ft. of shelving and perhaps one 18-drawer parts cabinet (with 4½" x 2½" x 12" drawers) will do. For miscellaneous standard hardware, a smaller drawer cabinet (with drawer cells about 2" square) is a convenience.

Service Literature. Be sure to order service manuals, parts catalogues, and parts price lists for every appliance you intend to service.

Personnel

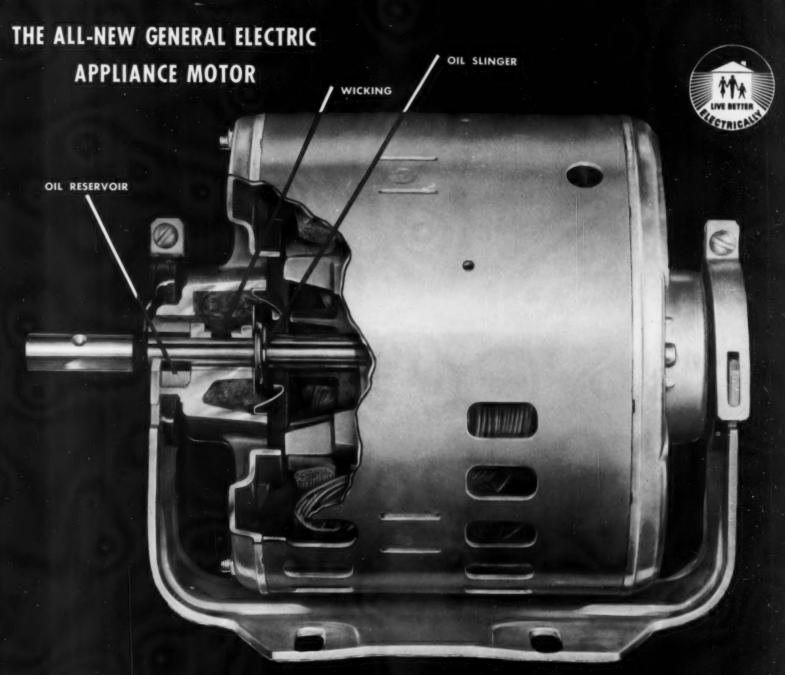
Are you wondering at this point whether you'll find a man capable of repairing satisfactorily a dozen different kinds of appliances? If so, don't lose any sleep over it-and you don't have to find a wizard. It is true that the large service stations, having sufficient volume to warrant it, do use specialists because it facilitates training their personnel. But if everything else about this project appeals to you, let us untangle the apparent maze of diverse crafts required of one man by dividing the principal major appliances into groups which will comprise just three closely allied skills: (1) home laundry equipment, dishwashers, and disposers present no problems whatever to a conventional-washer repairman, (2) refrigeration is in a class by itself, and (3) ranges, water heaters, and vacuum cleaners can be repaired not only by most washer repairmen, but also by traffic appliance servicemen with little or no additional study.

Selecting. If you are presently operating a small-appliance service department, you may wish to have your senior repairman trained to service major appliances so that in your growing service organization you will have one man with an over-all view of the entire department who, after training, would qualify as a supervisor and instructor of all other service personnel. Then, with a trainer in your employ, you could risk hiring rookies (when you couldn't do better) for any further additions to the service department payroll.

In screening all applicants, however, remember that two technical qualifications are extremely important: a knowledge of elementary electricity and a reasonable degree of mechanical aptitude. And, since your servicemen will deal with your customers every day, it goes without saying that you will be pretty fussy about an applicant's character, appearance, speech, manners, and personal habits.

If you are not now operating a small-appliance service department and you must therefore hire a new man, exert every effort to find one with some kind-any kind-of appliance service experience or training. That may take time, particularly if you are situated in a relatively small community, but don't give up until you are certain that none can be found. If you can't find an appliance repairman, the next best choices (in the order shown) would be: an electrician (many electricians have had some experience in servicing ranges, water heaters, and even home laundry equipment), a radio repairman, or a man with machine-work experience (in any of several mechanical trades) who would be willing to study elementary electricity as he trains.

Now let's suppose you have a goodly assortment of applicants and after weeding them out, perhaps by using a test like the one shown in this article, you note that three merit consideration. One fellow serviced vacuum cleaners and sewing machines for fours years; the second man repaired home laundry equipment for two years; and the third is a young man who recently graduated from a refrigeration service school but has had only slight experience. Which will you tag temporarily as a first choice? The refrigerator



Pre-lubricated Bearings Which Need No Oiling Mean Longer Motor Life, Fewer Service Calls

NO APPLIANCE MOTOR can last longer than its bearings. Here's why you can be assured of longer motor life, fewer service calls with the all-new General Electric appliance motor:

The pre-lubricated bearings never need to be oiled. The oil reservoir contains a precisely controlled amount of oil which is pulled as needed into the oil-saturated wicking. A continuous film of oil is spread on the shaft in exactly the right amount. The oil slinger catches the oil which flows down the shaft and throws it back into the wicking area for re-use. Your customers never have to add oil.

Bearing housings are cast right in the endshields to better handle off-center loads and provide accurate alignment. As a result of this improved bearing system the all-new G-E motor for washers, dryers, dishwashers, food waste disposers and ironers performs better and lasts longer. And specialized design helps assure maximum dependability through proper motor application. Your customers realize greater satisfaction from appliances equipped with G-E motors. You can count on greater customer confidence and more repeat sales.

For more information about the first all-new appliance motor in 25 years, write Section 705-4 for Bulletin GEA-6381. General Electric Co., Schenectady 5, N. Y.





Never underestimate the power of a woman...





"Sell the woman," says Mr. C. Harry Stroman, 1956 Grand Prize Winner, Creative Retail Salesman of the Year Contest. "In most sales of higher priced sets, it's the woman who picks out the model. I pitch beauty of cabinet and how it will blend with her furniture." Mr. Stroman is with Justis Brothers, Inc., Newport, Delaware.

We asked 100 of the country's top appliance-radio-TV salesmen how they turn a small TV sale into a big TV sale. What they said over and over (no surprise to Ladies' Home Journal!) was, "Sell women—they're the ones who want top-of-the-line TV sets!"*

Manufacturers who want to give you the best possible advertising support also *sell the woman...*in the magazine that understands women and speaks their language: Ladies' Home Journal.

*For your free copy of "Radio-Television Survey," which reports the survey in detail, write Mr. Georges Birgy, Appliance Merchandising Manager, Ladies' Home Journal, Independence Square, Philadelphia, Pa.

Home JOURNAL

No. 1 in circulation

No. 1 in newsstand sales

No. 1 in advertising revenue among all magazines edited for women

- CONTINUED FROM PAGE 112-

man, for it will be somewhat easier to teach him to repair the other appliances than it would be to teach any other kind of serviceman to repair refrigerators. But if the refrigerator repairman doesn't measure up in some other respect, the next best candidate would be the home laundry equipment repairman.

General Training. Your new serviceman can get a good grounding in general operating principles and professional servicing techniques for major appliances by reading the installments in this series which are to follow. In other words, the rest of the series is intended to fill in the chinks—no matter which branches of appliance service experience or training your man lacks. Then when he is fully acquainted with the fundamentals, he will grasp in a few days of working with an expert the servicing short cuts pecul-

thereby all the short cuts for that group of appliances. Then send him out to repair home laundry equipment only. A little later, again send him to a service station perhaps one or two days a week for training on another appliance (or group of appliances), then another, and so on until he is thoroughly familiar with every appliance. (This progressive instruction not only eliminates cramming and confusion in the course of the serviceman's training, but also it takes less from the till, for after the first week he'll be producing most of the time even while he is still learning.) Thereafter, the service bulletins, supplementary manual sheets, and service conferences—to which your service-man will be invited—will keep him up to date on new models. jobber's service counselor will help him hurdle the humps.

Paying. Service personnel wages

THIS ARTICLE.... first of ELECTRICAL MERCHANDIS-ING's new series has initiated the reader into the basic requirements for setting up a successful major appliance service. Future articles in the series will cover the fundamentals of servicing washers, freezers, water heaters, etc. As was the case with the series on small appliance service tear-sheets of the articles in the new series will be available as long as limited supplies are available. They may be obtained by writing.....Editor, Electrical Merchandising, 330 West 42nd St., New York 36, N. Y.

iar to a specific appliance. And your serviceman's need for this basic training before you team him up with an expert cannot be overemphasized. You should not, under any circumstances, consider paying a raw recruit to travel with a specialist, for he may ride for weeks with a range repairman, for example, and still not know the back-splasher from the bake unit.

Specific Training. Equally important to you is that your serviceman be thoroughly familiar with all the specific makes of appliances he is expected to service. To this end, you may decide, in the light of your man's background, to ease into major appliance service piecemeal — that is, by utilizing only his highest skill at the beginning and continuing with that arrangement until he is able to repair without difficulty one small group of products. For example, if he has good home laundry experience, first send him to your authorized service station for four or five days where he will work with a home laundry specialist and learn

vary greatly from one locality to another. Your present servicing agency will no doubt discuss their rates with you so that you can work out a scale for your employees which would be best suited to your area.

Off to a Good Start

That any new department should prosper from its inception is every businessman's dream. So if it happens to be your good fortune to hire an expert who has repaired precisely the same appliances as yours for someone else immediately before you employed him, plug the service idea from the beginning through whatever media you deem most effective.

But if you are easing into the service business with a semi-skilled man, using progressive instruction as suggested herein, you'll pay him less at first than you would an expert and hence you can afford to overlook the minor setbacks which might occur during the first month or two. With this method of launching your new department, it

(Continued on page 118)



You'll have happier customers—fewer service calls during the warranty period if you add an antenna sale to every TV sale. A Winegard outside antenna assures better reception from any TV. It's easy to sell with the set. You make a full profit on the extra sale ... and best of all—the customer can usually install it himself. This makes WINEGARD the one antenna you can sell like an appliance!



Ends The Assembly Nuisance!

Comes from factory completely assembled. Just open like an umbrella. Most models are complete packaged installation units. No loose parts. Nothing to put together. Nothing else to buy. Ready to put up and attach to set!



High-Styled Golden Tone Antennas!

Aluminum anodizing gives a shimmering metallic gold tone that makes a WINEGARD TV AN-TENNA sell on sight! Visibly corrosion and rust resistant. Customers can see the years of service!



Nationally Advertised Selling Punch!

Hard-hitting schedules in SATURDAY EVE-NING POST, FARM JOURNAL, BETTER HOMES AND GARDENS, HOUSE BEAUTI-FUL, TOWN JOURNAL, SUNSET, TV GUIDE and other national magazines. Powerful point-ofpurchase displays, eye-catching 5-color packaging and local tie-in ads, too!



All-Out Selling Program . . . Plus The Top-Performing TV Antennas on the Market!

WINEGARD ANTENNAS • First with ALL 12-CHANNEL high gain performance — especially designed for COLOR! • FIRST with POWER-PACK for signal-building boost on all channels! • FIRST with patented ELECTRO-LENS* which focuses the signal—gives "in-the-studio" clarity!

Complete line of WINEGARD antennas from \$17.95. Ask your TV Distributor for complete information or write:



* Pat. No. 2700105—Other Patents Pending

Most Revolutionary Selling



New Short Line and Step-Up Pricing Speeds Turnover—Boosts Profit!



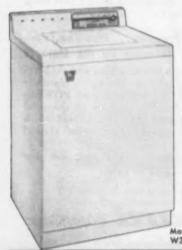
BUILT TO WIN IN THE TOP DOLLAR MARKET!

The top of the Norge Washer Line for '57 literally belts competition off the street. It has the fabulous new Dispenser Wheel and Dual Time-Line Control, Super-Rinse, Hot-Warm Wash Selector, new Warm-Cold Rinse Selector and new Time-Guide Line. Feature for feature, no other automatic made can match it! Model W6 same as W5 but with Automatic Suds-Return.



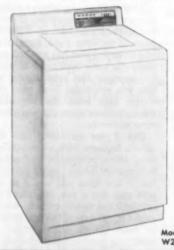
BUILT TO WIN IN THE MIDDLE PRICE MARKET!

No other laundry equipment made can touch this sensational washer with its more-for-themoney appeal! Not only does it come equipped with the fabulous new Dispenser Wheel, but it also boasts exclusive Time-Line Control, Hot-Warm Wash and Cold-Warm Rinse Water Temperature Selector, Aerated Water Fill, Super Rinse, Super Spindry and Automatic Washer Tub Brake.



BUILT TO WIN IN THE "PROMOTIONAL" MARKET!

There never has been and never will be a washer that's loaded with the promotional possibilities of this new Norge W3! It features exclusive Super Rinse with 5 separate purifying actions, Aerated Water Fill, Wave-Action Agitator, Super Spindry, Automatic Washer Tub Brake, built-in Sediment Remover plus the amazing new Norge Dispenser Wheel which is optional.



BUILT TO WIN IN THE "OPEN END" BATTLE!

Wheel and deal—price it where you will—and they'll literally break down the doors to get at this feature-packed special! Push-buttons control wash action, operate spin or stop all action. Other features include Aerated Water Fill, Wave-Action Agitator, Mist-Spin Spray Rinses, Tidal Wave Rinse, Super Spindry and Automatic Washer Tub Brake.

5-YEAR WARRANTY! 30-DAY SATISFACTION GUARANTEE!

Tool in Washer History!

New NORGE OISPENSER WHEELautomatically adds rinse water conditioner!

MAKES NORGE THE FIRST 100% AUTOMATIC!

Only Norge automatically makes a new kind of rinse water made with Calgon®—for up to 39% brighter, cleaner clothes. This new kind of rinse water has greater rinsing power than soft water, rain water, or even distilled water—to banish forever the film that causes yellowing, graying and lint in your customers' clothes!

GIVES YOU A RED HOT DEMONSTRATOR!

You can actually show your customers how the Norge Dispenser Wheel works! And the Norge "mason jar test" gives dramatic proof of its effectiveness—proof that Norge removes the discoloring film left behind by ordinary washing methods!

ENDS MAJOR PERFORMANCE COMPLAINTS COMMON TO ALL AUTOMATICS!

Thousands and thousands of service calls on all automatic washers are due to soap, mineral and lint accumulations. But all that's a thing of the past now! The new Norge Washer automatically prevents deposits of any kind from forming on the clothes or in the washer!

DEALER PROFIT IS OUR MOST IMPORTANT PRODUCT

NORGE®

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Morchandise Mart Plaza, Chicage 54, III. Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicage 3, Illinois



BACKED BY A HUGE NATIONAL AD PROGRAMI

Double-page and full-page Norge ads will fill the pages of leading magazines from September through December! Calgon will be tying in with this new Norge program, too—with a full schedule of ads in the Sunday Supplement sections of local newspapers throughout the country!

BRINGS YOU SPECIAL CALGON GIVE-AWAY SALES CLINCHERS!

You give a free box of Calgon to every customer who comes in for a demonstration, plus a free 12-box case of Calgon with every Dispenser Wheel Washer purchased!



HEAP BIG NORGE \$60,000 "WHEEL OF FORTUNE" CONTEST!

A real business-building idea you can tie in with right away! 200 new Norge Automatic Washers will be given away pleting a jingle! Yes! And do you know At their Norge Dealer's! So you'll have every contestant who comes in—to sell em a new Norge Washer or Dryer!

breathes new excitement into Christmas selling!

Get ready for even bigger-than-usual holiday sales of radios! Christmas shoppers are sure to go for this superbly styled new Arvin transistor radio that's both a fine portable and a beautiful home set! The interest it creates will help sales of all types of Arvin radios.



Transistor Portable

Seven transistors! Doubles as a big, orchestral-tone home radio, with flip-switch dial and fold-away handle. Batteries cost 90¢, last a year or more. 11¼' long, 8½' high, with printed superhet circuit, tone control, automatic volume control, 5¼' speaker. In British Tan or Alligator leatherette. Model 9562P \$79.95



NEW!

Other Fine Portables

Standout Twin-Speaker Sets

Twin-speaker radios are in high favor with hi-fi fans, and this new Arvin master-piece, with six tubes including rectifier and printed superhet circuit, is out in front value-wise. In two colors, with lighted slide-rule dial, visual tone control and phono-jack, it's terrific at \$32.95

Also Model 956T with ave tubes including rectifier, in choice of four colors, \$34.95



*All perinties priesd less batteries

NEW!

Madel 3561

With bold saddle-stitching, gold trim, and swanky shoulder strap, this new luxury-luggage style 3-way portable spells class all the way! Control knob inset at top. Other amart Arvin 3-way portables come in Maroon, Matador Red, Aqua or Cinnamon. They have four tubes plus selenium rectifier, Alnico "V" speaker, Supersensitive loop antanna. Prices range from \$32.50 to \$35.95°



Dreamiest Clock-Radios



Model 5561

There's no smarter-looking clock-radio than this brand new Arvin beauty, with its fine tone, dependable clock and timer, appliance outlet, and slumber switch. New printed superhet circuit, alide-rule dial. Other Arvin clock-radios come in a full range of colors. All have five tubes including rectifier, Alnico "V" speakers, and many other fast selling features. Priced from \$23.95 to \$44.95

Big new 4-color **Arvin Christmas display**



resigned to put added Christmas spirit into your window, ounter, or floor radio displays. Includes a colorful banner, ot illustrated. Use display and banner with three or four rvin radios and see how customers gather around!

Arvin INDUSTRIES, Inc., Columbus, Indiana

Major Appliance Service

- CONTINUED FROM PAGE 115-

is advisable to spend your advertising dollars gingerly until the kinks have been ironed out.

If your potential volume suggests that you will begin with a one-man shop, one group of appliances usu-ally will keep a new man busy enough while he is learning, allowing him not only a day or two a week for training on the other appliances, but also an opportunity to acquire facility through practice without his being rushed. And, conveniently, the proportion of work days to training days in each calendar week may be varied in-versely as your serviceman's training advances so that he can handle the gradual increase in service busivolume.

Then when things are running smoothly, you will want to consider some form of systematic advertising which will assure continued growth. Here are some suggestions:

Newspaper. Experience has

proved that in daily newspaper advertising for service business, you get a great deal more for your money in classified than in display. Of course there's no reason why you shouldn't run a catchy punch line for service under your firm name in your display sales advertisements, but excepting the large service or-ganization, display advertising for repairs alone is usually too costly if run daily and daily appearances are the most effective for a service en-

terprise.
Telephone Directory. Don't forget to rearrange your classified list-ings and advertisements in the yellow pages to identify you as a

servicing dealer.

Direct Mail. Send one announcement if you wish to your entire mailing list, but keep in mind such an expenditure is not really necessary to promote major appliance service because most of the repair calls for your own sales will come first to your office. If a few calls do bypass you and go directly to your former servicing agent, he will relay them to you.

In the Store. Identify with a

small, neat sign the service desk, counter, or cashier's window wherever service calls are to be

received.

In the Window. If you feel you can spare a few linear feet of window space, display there several major appliance parts in the fore-ground with a colorful, descriptive, easel-type poster behind them.

In Conclusion. Mingle these

promotion suggestions with your own ideas and you're sure to come up with something which will prove effective but will not strain the service department's advertising budget. End



rloric adds new line of

value-packed beauties!

Caloric's brand-new "1 Series" line of gas ranges offers the best-looking, best-cooking ranges at the price you'll find anywhere! Stock all four models: 36" Deluxe (shown), 30" Deluxe, 36" Standard, and 30" Standard.

The smart, symmetrical design of these new Calorics gives the feel of modern simplicity that today's homemakers prefer. And the "1 Series" line is packed with important sales features:

- 3-dimensional-design backguard, with fluorescent light, concealed oven vent, clock-timer, handy outlet.
 All burners hi-speed—4 giant, 12,000 BTU top burners to assure fast cooking for the life of the
- Big 4300 cu. in. oven holds 35 lb. turkey, has newest silicone door seal, non-fog window, automatic heat control.
- All porcelain enamel, inside and out. Door handles and dials snap off for easiest cleaning.

Demonstrate Thermo-Set . . . point out Caloric's other convenient cooking features . . . and watch these ranges move!

You'll really gain with Caloric—for you can offer every homemaker a range with the features she wants and needs, at a price she can afford.

THE EXCLUSIVE CALORIC ULTRAMATIC GAS RANGE unequaled in every detail

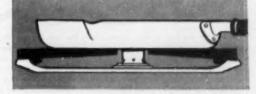
For the woman who wants the best in her kitchen—the ultimate in choice of features and in years-ahead styling—it's a Caloric Ultramatic. This exclusive line includes 40", 36", and 24" models.

THE CUSTOMER CAN CHOOSE

one or two Thermo-Set top burners, backguard lighting in any of 4 colors, any of 6 range colors, divided or cluster top burners, two ovens or one oven plus the Roto-Ray Barbequer.

Give your customers the complete choice . . . the choice that only CALORIC offers.

CALORIC APPLIANCE CORPORATION - TOPTON, PA. RANGES . DRYERS . BUILT-INS . DISPOSERS



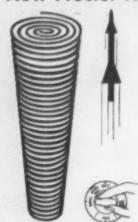
Thermo-Set top hurner makes every pot end pan "automatic"! The sensing element keeps food at the exact temperature set. There's no burning, scorching or bollowers. Thermo-Set practically selfs the range — especially if you give the customer a "live" demonstration.

| | ANCE CORPORATION EM, TOPTON, PENNSYLVANIA |
|------------------------|--|
| Please send me more in | nformation on the full Caloric line. |
| | |
| Name | |
| Name | |

How to sell modern electric ranges:



the SUPER-SPEED heats now possible with **New Proctor Flasher Infinite Controls**



SPEED sells electric ranges like no other single feature...and the best way to sell super-speed is to sell ranges equipped with Proctor Flasher Infinite

You can actually demonstrate how the Flasher Control zooms surface elements from cold to full heat in 20 seconds or less! This easy, no-heat demonstration will impress upon your prospects the high-speed of Proctor Flasher Infinite Controls compared to older types . . . and the advantages of infinite selection of cooking heats over old-fashioned 7-heat rotary or pushbutton switches with only limited heat selection.

Demonstrate why older type controls can't give fast heat



Draw a line on a sheet of paper marking one end COLD and the other end HOT. Tell your prospect that you're going to demonstrate the heating action of older type controls still used on many ranges.



Take ten pennies to represent heat flow and place each penny one after the other along While doing this, point out that most older type controls have relatively low out capacity . . . which means that when a control of this type is turned ON, it initial input capacity. permits only a limited flow of current into the surface element at one time. This "trickleheat" action is the reason why the element takes so long to heat up.

Now demonstrate the jet-like action of Flasher Infinite Control

COLD HOT

Directly below the pennies draw another line the same length. Then hold up three halfdollars and explain that they represent the fast-heating action made possible by Flasher

50° 504 504 COLD The state of the s THE PERSON NAMED IN minimings.

Now snap the half-dollars down along the line. Explain that, just as the larger coins cover the line much quicker, so a Flasher Control heats the element faster because it permits a larger amount of current to flow into the element at one time, bringing it from cold to red hot in 20 seconds or less. The control then automatically reduces the current to ma the precise cooking heat selected. High wattage "flashing" gives this control a head-start on heat-up time . . . gives homemakers Automatic Speed Cooking!

Conclude your demonstration by pointing out to your prospect that all the speed in the world doesn't mean a thing unless she has infinite control of heat. Control is needed to prevent burning food and utensils. Infinite heat selection is needed to compensate for the many types of utensils used in modern cooking. Truly modern electric ranges are equipped with Flasher Infinite Controls... are easy to sell because their features are easy to demonstrate. Why not sell tomorrow's range today?



nent Division, Proctor Electric Co. 3rd St. & Hunting Park Ave., Phila. 40, Pa. · YOU NEED A PROCTOR ON YOUR RANGE

(U

Branded Service is Their Best Pitch

CONTINUED FROM PAGE 72-

The selling efficiency of the TT" service even shows up in the firm's sales to hard-headed contractors-the "project" market. most other dealers, Smith and Waldman for a long time shied away from the speculative housing developments with their sparse profit potential. When the service department began justifying itself, however, Smith made overtures in this direction.

Salls A Higher-Priced Deal

He settled on a mark-up at least twice normally realized in Tucson in this high-volume market. The selling point was fast, reliable service included in the price, including five years on refrigerating appliances, one year on other white goods, and so on. Basing his approach on the fact that contractors have to satisfy their customers through the first several years of ownership, and making sure each builder prospect got a tour of the service facilities, Smith successfully sold his higher-priced deal to a number of project builders. Such developments now furnish a big part of Smith and Waldman's volume.

"We give the contractor his money's worth," Smith says, "Part of the service he gets is a call by our experienced serviceman as soon as the new family moves in. Our man checks out each appliance, puts it in perfect operating adjustment, and gives the housewife a complete demonstration. This eliminates headaches for both us and the builder-and gives us a chance to make an impression on the cus-If they're suitably imtomer. pressed, chances are we'll sell the television set, the electric housewares, hi-fi system, etc., which are bound to come."

Service "In the Black"

"Our service department has

been making money for the full four years," Waldman points out, "Even though we set it up for just one purpose—to back up sales. We were surprised when it started paying its own way on revenue calls

The revenue total-\$52,000 in 1955-is gained without high prices. Smith and Waldman charge \$3.50 for "their own" appliances, and from \$5 to \$7 on those sold by other dealers, plus the usual parts The department costs charges. \$4,200 a month for labor, and demands an inventory of from \$12 to \$18,000 to match the traffic.

Top item in the service department cost ledger is the dispatcher, Bill Dean, Jr. Dean is the guiding force in the "TT" system, which is simply "quick, reliable service, car-ried out at the customer's convenience and with a minimum of wasted time and effort." "TT" is uncluttered with commissions and 'spiffs" for servicemen, haphazard routing or other inefficient ills. Dean's sole responsibility is to administer a staff of 15 mechanics. schedule their calls, talk to customers when they call in, and get each mechanic to and from each job with minimum confusion.

With a sharp man on top of the situation and an attitude towards service which doesn't let the sales department "ride" on them, Smith and Waldman servicemen just concentrate on getting the job done. They don't have to pad jobs, look for other sales or work for commissions-they're on straight salary.

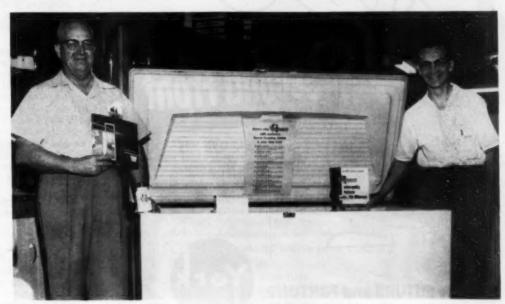
The result is celerity in getting the work done. Serviceman speed allows the Tucson firm to stick to an hourly schedule, made at cus-With four tomer convenience. white goods men, four TV men, a small appliance man, helpers and deliverymen, Smith and Waldman have all the people they need. Seven trucks keep things rolling.



"REVCO'S 17 and 26-ft. FREEZERS are the BEST SIZES for FARM FOLKS"

this report comes from Benjamin Imhoff, owner and president, Imhoff & Long, Wooster, Ohio

"The fast freezing principle of the aluminum liner plus the durability of the units which require little or no service sells Revco freezers for us. This factor keeps our sales profits up, which accounts for 15% of our store profits. The 17 and 26-ft. freezers are the best sizes for farm folks and home owners' needs."



Ben Imhoff, Ralph Long



Mrs. Lon S. Campbell, Oliver Wright, Jr

"We sell on an average of 30 Revco freezers a month!"

so says Oliver Wright, Jr., of Oliver Wright Furniture & Appliance Co., Knoxville, Tenn.

"We like to sell Revco freezers because we know we have sold a product of outstanding quality that is virtually trouble-free. One month we sold 93 Revco freezers. Right now our Revco sales account for 35% of our store profits and we expect a 35% increase in Revco sales in 1957."



Lindsay Radney, Lon Jones, Alois Raabe, John Veno,

"The Revco kit really gives our customers a convincing demonstration"

is the enthusiastic report by Alois O. Raabe, Whites Stores, Inc., No. 75, Irving, Texas.

The exclusive aluminum liner feature which is brought out through the complete Revco demonstration plus the competitive price really sells our customers. We are look-ing ahead to a 50% increase in Ravco sales in 1957. Our regular freezer customers help us with new prospects

Here's why REVCO Chest Freezers account for the high percentage of store profits

- Only Revco has a complete line of chest freezers in different price ranges to fit all home and farm
- Dealers everywhere are using Revco's startling demonstration kit to quickly convince customers of the fastest freezing action known.
- Only Revco has the exclusive all-aluminum liner with aluminum tubing bonded to the liner.
- Only Revco can prove the lowest cost per cubic

If you want to increase your freezer business and your total store profit substantially . . . SELL Rovco freezersthe fastest-selling, service-free line of freezers.









Revco Trend-Setting Products



REVCO'S convincing demonstration-John Flocco. Revco District Manager, using the convincing Revco con-sumer demonstration proving (1) Revco faster freezing action; (2) Flavor-Saving food preservation; (3) Lower

Deerfield, Michigan

EM-106

I'm interested in increasing my freezer sales and store profits. Send on your full story on the Revco large chest freezer program immediately.

Address





Hi-Fi in the Window

- CONTINUED FROM PAGE 75 -

ing it off as the one who's \$400 combination will be a conversation piece in his living room."

That's why Aer O Lux treats hi-fi prospects like connoisseurs. This appeal also helps to trade the customer up to a higher priced set.

In the new department, comfortable chairs are provided. "We sit the customer down in a chair, ask him what artist he would to hear and play a record for him. Then we play one of the special records which are offered by a number of manufacturers which describe features of the set and include an excerpt from a symphony or concert piece, and on the whole are a most effective sales aid," Ostrov says.

When the customer has heard without interruption, the salesman then explains the controls, describes the number of speakers and other features, and asks the customer to visualize it in his own home, meanwhile drawing him out on just what size and price are within his range.

Aer O Lux provides a wide selection for the customer to choose from. On the average the firm maintains a \$20,000 inventory of instruments and displays in each of its stores from 25 to 30 different pieces. On display are radios, phonographs, table models, consoles and combinations of virtually all the major manufacturers plus some lesser known brands, with retail prices ranging from around \$49 to over \$400.

Complete Units Only

The firm only handles complete

units and makes no attempt to cater to the "assemble your own" customer. "We leave selling component parts to specialists—we don't want to get involved in the expense, special sales training required in selling component parts," Ostrov indicates.

Location of the new department is especially advantageous in promoting the store as headquarters for hi-fi. Aer O Lux found that a front of store location, visible from the street, attracted attention and provided customers for the department. To gain maximum visibility as well as effective use of premium space, smaller units are shown in vertical display by means of shelves and fixtures on pegboard wall-boards. At the Broad St. store a window area of about 300 square feet was selected for the department. Consoles and combinations occupy the floor area with pegboard displays above them and a similar pegboard display on an op-posite partition which separates the department from the other areas of the 3600 sq. ft. store.

In the new Ridge Ave. store which has a total area of 2500 sq. ft. the hi-fi department occupies about 600 sq. ft.

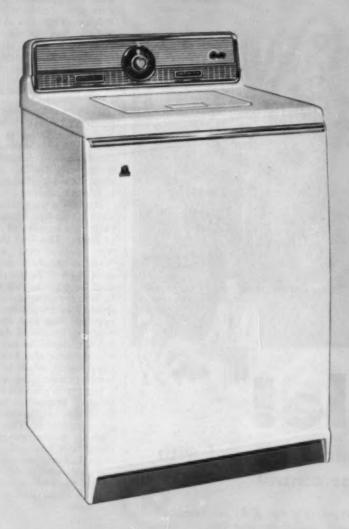
about 600 sq. ft.

Pointing up the importance of hi-fi's contribution to store volume, these items receive prominent play in store advertising on a consistent basis. Aer O Lux advertises each week in community newspapers, frequently taking two and a half to three pages. Hi-fi gets about a half page of this space. Once a month the firm advertises in local daily newspapers and gives hi-fi prominent mention.



"IF THERE'S ONE THING I CAN'T STAND IT'S A SLOPPY EATER."

ONLY MAYTAG offers all these automatic washer features!



No one but a Maytag dealer has all this to sell!

- TWO-SPEED wash and spin
- COLD WATER wash and rinse (warm and hot, too)
- . SUDS SAVER
- . AUTOMATIC WATER LEVEL CONTROL
- . SAFETY LID
- . DOUBLE-SPIN TUBS
- . CHOICE OF BACK PANEL LIGHTS
- . CABINET RUST-PROTECTED
- . AUTOMATIC UNBALANCE SWITCH

It's the finest automatic ever made, with a trouble-free performance record. For longer profits, more satisfied customers, fewer service calls, talk to your Maytag Distributor or Regional Manager. The Maytag Company, Newton, Iowa.

NEW MAYTAG

ACC-FOOTIC

AUTOMATIC WASHER

YOU MAKE MORE ... AND KEEP MORE ... WITH

MAYTAG



Yours only on appliances equipped with A-P model "Fifty-Five" gas control

ANY gas heating appliance equipped with a basic A-P "Fifty-Five" gas control enjoys a four-way advantage . . . a four-way chance of being sold faster! At time of sale, customer has a choice of four automatic thermostats tailored to all budgets . . . all heating needs. A screwdriver is all that is needed to attach thermostat to basic control . . . and there are only four screws. Nonelectric types (MT and MTS) are completely mechanical and require no wiring.

Electric types (ET and EM) are furnished with complete wall-thermostat kits.

There's more — the basic control contains all six components necessary to assure perfect performance on natural, manufactured or LP gases! In fact, no other gas control on the market offers more in comfort appeal or

adds so many competitive advantages. Write for new bulletin.

"Flip-Facts" tell the Fifty-Five control story in your plant or office. Make an appointment



CONTROLS COMPANY OF AM€RICA 2541 N. 32nd Street, MILWAUKEE 45, Wisconsin COOKSVILLE, Ontario HIJMEGEN, Holland

What's Happening

- CONTINUED FROM PAGE 78 -

Both speeches were among the best received of the entire week's program. Dealers found that their service problems paralleled those faced by RCA when Griffiths told of the Service Co.'s three major operating problems: repeat calls, chassis calls (shop work), and keeping servicemen on the road and productive and efficient. Dealers vere also somewhat surprised to learn from Petterson that among Polk's most effective techniques for building business are: (1) phone calls to friends (2) ordinary twocent government postcard mailed to friends, and (3) use of bird-dogs.

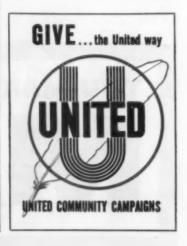
Pattern for the School

To cover subjects like these (and dozens of others) students assem-bled each morning at 9, took a break at noon, then came back to class-room work until almost 6 in the evening. On four nights classroom work was scheduled for 7:30 to 9, often ran later.

Instruction was a blending of the usual lecture-type lesson with casestudy discussions of individual problems. This year three of the case studies were written by NARDA members and involved actual dealers. In two of the three cases the dealer himself was present to hear the group discuss how he should solve his problem. Problems posed in these case study periods were specific: should the dealer go full-line, should he cut off service to customers who buy from discount houses, should he open up a branch in a shopping center.

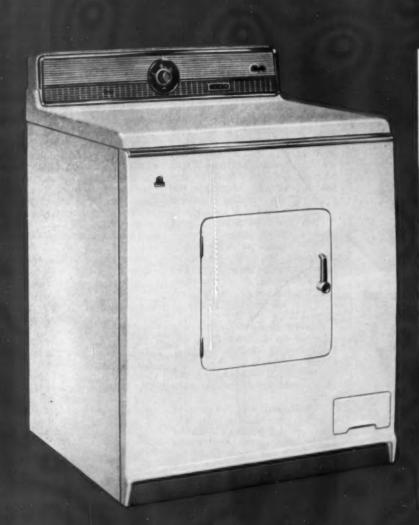
Instruction was virtually a roundthe-clock proposition but even so the dealers in attendance couldn't get enough of it. They talked appliances during meals, between classes and late into the night. From it all came no magic formula. But dealer after dealer agreed that he was going home and try to apply what he had learned to his own operation.

End



NO-VENT DRYER

WITH A SALES STORY YOURS ALONE TO TELL!



MAYTAG DEALERS can go all the way in selling the advantages of the new No-Vent Dryer! For here is a dryer with a truly exclusive story: its method is different, its results are better.

Maytag's patented water extractor principle eliminates the drawbacks of other dryers, even other water-type dryers. You can promise and deliver "no heat, moisture or lint in room"—"no ugly ventpipes out window or wall"—"put this dryer any place you put a washer."

Remember, too: Maytag has a full line of dryers, gas <u>or</u> electric, no-vent <u>or</u> vented, colors <u>or</u> white. For the full profitable dryer story, see your Maytag Distributor or Regional Manager.

The Maytag Company, Newton, Iowa.

NEW MAYTAG

NO-Vent

AUTOMATIC DRYER

YOU MAKE MORE...AND KEEP MORE...WITH

MAYTAG

Your Industry's Greatest Exhibit

More exhibitors and more products than ever before—the Chicago 1957 NHMA Exhibit will be the biggest in the history of the housewares industry. Buyers will see the greatest array of merchandise ever assembled.

The NHMA has only one interest: to serve the best interests of the housewares industry, by making each succeeding show more worthwhile for both buyer and manufacturer. The National Housewares Exhibit brings the buyer up-to-the-minute in terms of merchandise and merchandising activities. It provides the manufacturer a marketplace and a showplace without equal.

This is your show—the only housewares exhibit operated and managed from within the industry itself, by the NHMA.

26th NHMA National Housewares Exhibit January 17-24, 1957

(Exhibit not open Sunday, Jan. 20)

Navy Pier plus Drill Hall
CHICAGO

...there is no substitute for your National Housewares Exhibit

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

1140 Morchandise Mart, Chicago 54, Illinois

Color Jumps His TV Volume

-CONTINUED FROM PAGE 85-

an interested group of nature lovers. This has brought in a number of prospective buyers.

ber of prospective buyers.

Arthur Becker thinks that the greatest boost any manufacturer or distributor can make to the Chicago market is to run lists of dealers selling color sets or service on the television station broadcasting color. Last year, General Sarnoff put pressure on TV station WNBQ to project all its local programs in color, and this is what made retailing color TV possible at all.

Pattern of the Sale

There is no canvassing at Beckers, little advertising, and nearly all sales have been to old customers.

Typical prospect is one who walks in with the idea of putting \$300 to \$450 into a replacement for his old unit. The salesman tells him that for \$200 more he can have a color unit, whereupon the prospect brings up these questions:

I. Is the quality of color good?
 Will the set deliver a good black and white picture?
 Is the color set an experimen-

3. Is the color set an experimental model, and will it soon be superseded by a cheaper unit? The public has read about transistors and heard a rumor that a good color set will be along shortly at about \$195.

Becker's Music Store has one color set on the sales floor, and this is kept in operation whenever a color program is on. It is parked amid the \$300 to \$450 black and white units for side-to-side com-

The salesman asks the prospect if he has ever tuned a color television set, and puts him down for a demonstration. He explains what the "color" and "hue" knobs do, and how one compares flesh color with one's own hand. Then he proceeds to show what a wealth of color programs are on the air right now, and the pride the prospect will feel at being first among his friends to own a color set.

Service on Color

Art Becker feels sorry for the dealer who attempts to sell color television without a service man trained in color. The customer feels that he is buying an experiment, and the job must work faultlessly. Otherwise he is at the telephone constantly calling the guy who sold it to him.

Distributor installation and serv-

Distributor installation and service is too slow and too preemptory with the customer, Becker feels. The ten-day wait was what caused Terman, Chicago's first exclusive TV dealer to put in his own service.

Becker Music Store has three men who have taken schooling on color service. One of them delivers the color set in a hurry, and incidently there is no "burning in" of the set to get it ready. The firm has eight service men altogether and the firm makes a profit on its service.

Call-backs have run four or five per color set despite all of the 34 purchasers being experienced operators of black and white units. They all buy a service policy that covers everything. The store charges \$99.50 for one year's service, parts and installation; \$69.50 for six months; \$49 for three months; \$25 for installation alone.

While fear of picture tubes going out has disappeared with black and white television, the public is wary of color tubes, the cheapest of which costs around \$175. Becker has \$1,000 invested in color testing equipment: a color bar generator which cost \$495, a signal generator which ran around \$500, and a homemade dot generator, costing \$25 to \$35. Should a prospect walk in when there is no color program on the air, a demonstration is given with the color bar outfit. This equipment is carried on service calls.

To date, there have been no major repairs on color sets. No one has had to replace a color tube, but it will happen. Chief service difficulty has been "convergence" which means that the color haloes from objects in view. One set burned up in a customer's home, due to faulty fusing. The owner was present, pulled the plug from the wall, and put out the fire with a pitcher of water. Repair cost was \$75, covered by service policy.

Observations on Business

"You can't push the acceptance of color too quickly," is Mr. Becker's opinion. "Everybody with the money for a color set has a black and white set which we don't accept in trade. We are getting past the fear period, and buyers are satisfied with the quality of the programs.

programs.

"In the Chicago market it is impossible to sell a product on quality. All you sell is price, due to the fact that a dealer offering the same item for \$10 less will get the order.

"Chicago distributors think that exposure is what makes the sale, and for this reason they put in color sets wherever they can. Factory service and installation, plus a small inventory, is what makes a dealer become a discounter—and I want to add that wrong handling of color TV can blow it up completely, in this market."

Exclusive from Johnson's Wax!

AUTOMATIC FLOOR CARE IN 2 EASY STEPS!

Only possible with new Johnson's Wax Polisher-Scrubber and Johnson's exclusive Disposable Pads!



Johnson's Wax Polisher-Scrubber

> Cleans, waxes, polishes and buffs floors in mere minutes— automatically! It's a single-brush machine like machines used by professional waxers.

> > Opening Magazine Ad

(Shown at right) appears in full color, tells customers the whole 1-2 story.

Here's how Johnson's Wax helps you sell!

EXPERTS IN FLOOR CARE **SINCE 1886**

Television! On "Robert Montgomery Presents"-over 20,000,000 people watch each telecast—one of the top 3 dramatic TV net-

Magazines! Full-color pages reach the audience you want-the people most interested in their homes. (Opening ad above)

Newspapers! Local newspaper ads tell the story at the local level, help sell your customers!

Consumer Booklets! Outline the easy way to automatic floor care. Why not send for your own copy today?

Remember, it's a market ripe for salest

Imagine! Less than 6% of U.S. wired homes have any kind of electric floor-care machine . . . compared to well over 60% having vacuum cleaners!

Contact your nearest Polisher-Scrubber distributor for complete information.

THE PROPERTY OF THE PARTY OF TH



ready to service electric ranges

Simple short-cut to easier, more profitable replacements of range rotary-type switches.

Kit contains:

- 2 No. 3HK (switch w/knob & shaft)
- 4 No. 5HK (switch w/knob & shaft)
- 4 No. 7HK (switch w/knob & shoft)
- 3 No. SAK (adapter kit)
- 5 No. 'LT" shafts, extra long
- 1 steel carrying case



TK
"On the Spot"
SWITCH KIT

Instantly! Profitably! Service any and all electric ranges that use rotary-type switches by having the TK Switch Kit on-the-spot with you. Avoid useless trips back to the shop, eliminate confusing cross references. Make change-overs in minutes and reap high profits while satisfying your customers. No longer is it necessary to stock a maze of shafts, odd parts and obsolete switches. Get the TK "On-the-Spot" Switch Kit that consists of only three switch assemblies and one adapter kit and make your job simple, quick and profitable!

\$2495



TUTTLE & KIFT INC.

ELECTRIC HEATING ELEMENTS . DEVICES . SWITCHES & CONTROLS 1823 N. MONITOR AVENUE . CHICAGO 39, ILLINOIS



For the name of your nearest TK Authorized Distributor, contact Factory Representatives listed below:

ATLANTA 12, GA.
H. K. Dewees Co.
654 Hemphill Ave., N.W.
(Phone: Trinity 5-2753-4)
J. C. Armstrong (Tampa)
C. W. Miller (Decatur)
E. C. Newbill (Chattonooga
W. H. Morris (Jacksonville)

BOSTON 10, MASS.
Boudrot & Garside
157 Federal Street
(Phone: Hubbard 2-1380)

CLEVELAND, OHIO Maurice J. Lackritz Co. 1836 Euclid Ave. Cleveland 15, Ohio (Phone: Superior 1-3244)

DALLAS, TEXAS
Don C. Estes Co.
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(Phone: Prospect 2706)
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DETROIT 21, MICH.
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Earl Goetze Co. 2836 Main St. (Phone: Plaza 3-2030) LINCOLN 2, NEBRASKA

Ed. T. Taber Co. 3240 S. 31st Street (Phone: Lincoln 3-4420) LOS ANGELES 22, CALIF.

Paul Patter Assoc. 1633 Bluff Rd. Montebello, Calif. (Phone: RAymond 3-1177) MEMPHIS, TENN.

O. N. Fussell 461 N. Highland (Phone: Memphis 4-9511) MILWAUKEE 17, WISC.

M. F. Burke & Assoc. 316 E. Silver Spring Dr. (Phone: Edgewood 2-3001) MINNEAPOLIS 26, MINN.

Eggar-Bennett 3280 Gorham Ave, St. Louis Park (Phone: West 9-8874) PHILADELPHIA 4, PA.

202 Wilford Bldg. 101 N. 33rd St. (Phone: Baring 2-7028) PITTSBURGH 1, PA. Charles R. Norrish Co. 2900 Smallman St. (Phone: Atlanta 1-8466)

ST. LOUIS B, MO.
C. F. Thomas Co.
4903 Delmar Blvd.
(Phone: Forest 7-1481)
SEATTLE 4, WASH.

Western Factors 2743 4th Ave., S. (Phone: Mutual 3414-3415) SYRACUSE, N. Y.

W. S. Owen Co.
321 W. High Terrace
(Phone: Syracuse 8-4264)

152 Electric Blankets in 100 Days

(continued)

as a prize for excellent per capita sales of General Electric appliances, he happened to sit in on a sales meeting conducted on shipboard and built around GE's new contour electric blanket.

"The sales meeting woke me up to opportunity", Glenn said, "Prior to this we had paid no attention to electric blankets as a number in the inventory simply because in dealing with small town residents, farmers, miners, etc., there had never been much call for them. In fact, it has not been long since all of the rural counties surrounding Delta have been treated to REA installations to provide the necessary power. Looking over the electric blanket line for 1956, however, I saw that the price was right, the blanket line had some special appeal in colors, the contour shape, etc., which could be sold to anyone who is likely to suffer from penetrating cold during the night hours and yet appreciates a neatly-made bed. Consequently, I ordered 50 of them and as soon as I got back to Colorado, I began making plans.

Task: Warm Up a Market

Asking a few questions of his eighbors, old customers and neighbors, friends, Glenn found that electric blankets were as scarce as the proverbial hens' teeth in Delta and its environs. Consequently, the market was tantamount to a virgin one so the Colorado mountain dealer felt that he would have to come up with something sensational in the way of promotion to get results. "We had to first sell the idea that we were electric blanket dealers". Glenn said, "then create interest in this most comfortable of modern electrical living appliances. Ordinary methods would scarcely produce the sort of attention we desired, and consequently I sat down and mapped out the most elaborate program we have ever used"

The first step was to call the store's six-employee sales staff together for a special sales meeting, held on a late September evening. Here, Glenn rolled out all of the display and promotional material furnished by the manufacturer. He informed his personnel that the sales goal would be 100 blankets in 100 days from October 1 until Christmas day. This, of course, was a minimum figure.

Sold Salesmen

Next, a "school" was held under similar circumstances, with a representative of the B. K. Sweeney Company, General Electric distributors in Denver, traveling the 300 miles to Delta to put on a demonstration. With all employees on hand, the crew got a thorough

briefing on the electric blanket, its safety, ease of control, thermometer control, design, etc. Only when every salesperson could answer all conceivable questions about the blanket did Glenn adjourn the meeting. As a parting feature, he gave each salesperson a new blanket to take home, every employee guaranteeing to sleep under it and thus learn its benefits first hand.

"I can't over emphasize how important this step was, incidentally", Glenn said, "A few nights sleep under an electric blanket, with a cold spell coming along at just the right time, made believers out of salesmen. Where none of them could talk up the blanket with real enthusiasm before, all of them became the best possible boosters".

Next, Glenn went into a "saturation advertising program," which set records for the Colorado community. He was determined that every citizen within the trading area of Delta would be "electric blanket conscious" through the year but, at the same time, he was primarily interested in showing a worthwhile profit on the drive. Consequently, at no time during the entire promotion was there any semblance of a markdown, or a price concession of any sort. Instead, the Colorado dealer went after "at list" business and achieved it without exception.

All Day Sleep Talk

Under the saturation program, Glenn contracted for eight radio spots per day on one Delta radio station, spaced only 15 minutes apart through the day, and built around the theme that "Modern Sleeping Comfort Has Come To Delta". Colors, contour design, a free home demonstration, etc., were all played up in the radio spots. At the end of the week he likewise showed the electric blankets on TV, grabbing a fortuitous opportunity when a biscuit company's sponsor suddenly pulled out of a scheduled half hour TV program. Glenn was able to take over the commercial time for only \$21 and put this time to work by demonstrating the blankets and inviting the public to call in by telephone for a free home demonstration. Viewers were promised that a deliveryman was standing by with a half ton truck ready to rush the blanket to their homes.

to their homes.
"We got 15 calls in the next hour and sold every blanket by noon the next day" Glenn said.

noon the next day", Glenn said.

Timed through early October with the radio saturation program, was heavy newspaper coverage. Two half page ads were run in the Delta newspapers spaced a week apart and concentrated on electric blanket comfort, reliability, etc., plus some 90 classified ads on the want-ad pages of the Delta newspaper. These, incidentally, were given a clever twist by asking in each ad "Ladies—If Your Feet Get Celd While Your Husband Is Off Hunting, Call Glenn's". Below, in small type the postscript pointed out "We're selling electric blankets".

Boy Does a Man's Work

Then, after the promotion got under way, the Colorado small-town dealer came up with three novel promotional stunts, which were just short of pure genius. One of them was to doll up a Delta grade school boy in warm clothing to pull a coaster wagon back and forth through Delta's downtown shopping area on busy week ends. Piled in the wagon were several electric blanket cartons with one bright yellow electric blanket, controls visible, on top. Signs on three sides of the display asked "Why Be Cold Tonight—When You Can Get An Electric Blanket At Glenn's?". The youngster, earning a dollar an hour, and personally known to most of the townspeople, was responsible for at least 35 blanket sales in four consecutive week ends, Glenn reports.

Just as novel was his decision to set up "blanket clubs." Selling in an area where incomes are for the most part low and where the usual customer wants a "little extra" for his money, Glenn proposed a plan whereby each blanket customer could join a "blanket club" consisting of 10 purchasers. Then, a week before Christmas one name would be drawn from the 10 representing each club and to that person, Glenn Hardware and Furniture Company would present a "paid in full" receipt for his electric blanket purchase. This stimulated a lot more interest than Glenn had expected. Over a few days time he signed up no less than 70 blanket club members for seven complete clubs. This represented a total blanket cost of

of the seven clubs.

"Actually, as it turned out, the club gimmick wasn't necessary", Glenn admitted, "we might have sold the same volume by simply marking down prices slightly or going after the Christmas gift angle a bit more heavily. The blanket club did, however, attract a lot of customers who appreciated the opportunity to participate in the drawing and might otherwise have some day sent away to a mail order house for a lower price electric blanket

\$223 and a profit of \$92 from each

Warm Bench Warmers

Most colorful of all his stunts, and one which attracted national attention, was the arrangement which Glenn worked out with the football coach of the Delta High School. Realizing that the local team played most of its football games at temperatures averaging 5 to 35 degrees, Glenn went to the football coach and offered to supply electric blankets for each of the remaining games on the schedule "with no strings at-tached". The coach cleared the idea with the school superintendent, although he restricted the number of blankets to be used to three. These would be adequate for the backs who, of course, are in and out of the game more often and who are usually the most valuable players. Bright green blan-kets, to correspond with the school colors, were furnished and convenient plug-in outlets mounted right on the benches themselves for pub-(Continued on page 130)



"YOU BEAT HIM AGAIN, SLIMI"



We call it a utility set, because it solves so many ventilating problems

It is self-contained, consists of a motor, a Sirocco fan wheel and a housing, and is used to supply or exhaust air where duct systems are required.

That covers a lot of territory and a raft of commercial and industrial applications - from aircooling electronic tubes in laboratories, to ventilating sprawling apartment buildings and hardto-reach areas in factories. And that calls for a wide range of sizes and capacities. You get this large selection from American Blower.

In fact, American Blower offers a complete line of utility sets - as well as propeller fans, attic fans, and home ventilators . . . a good reason why it pays to standardize on American Blower.

Why not call our nearest branch today for complete information.

IT PAYS TO STANDARDIZE ON THE AMERICAN BLOWER LINE!

- Utility Sets for general supply or exhaust. Ratings certified; self-contained. Sirocco wheels, 3 to 36 inches.
- Ventura Fans for efficient commercial and industrial ventilation; propeller type; 10 to 72 inches. Certified
- · Aeropel Home Ventilators for use in kitchens, bathrooms, recreation and laundry rooms. Attractive design; quiet; easy to install.
- Attic Fons for comfort cooling at low cost in homes, apartments, hotels. Ratings certified; vertical or hori-

AMERICAN



BLOWER

AMERICAN BLOWER CORPORATION, DETROIT 32, MICHIGAN . CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO



152 Electric Blankets

CONTINUED FROM PAGE 129-

lic address systems, microphones,

lights, etc., provided the power. Eager to get along with his fel-low merchants, Glenn refrained from advertising the electrically heated football team in Delta newspapers, but he did run ads inviting the sports crowds to note the electric blankets on their favorite player in newspapers at Grand Junction, Montrose, Hotchkiss, and other towns surrounding. Although there were no advertising signs at the football games themselves, Glenn found the sheer novelty of the idea appealing enough so that his store and its novel contribution was mentioned over the public address system twice at each game. Needless to say, this too, contrib-uted to electric blanket appeal.

Other methods included the usual window displays, a heavy direct mail program to all past customers of the store, electric blanket displays throughout all of his furniture departments, and of course, gift appeal toward Christmas time. Twice, hurry up calls for new blanket supplies had to be rushed to the Denver distributors and near Christmas when Glenn sped over the mountain highways to Denver to make good on lay-away orders put in by gift purchasers.

No Returns

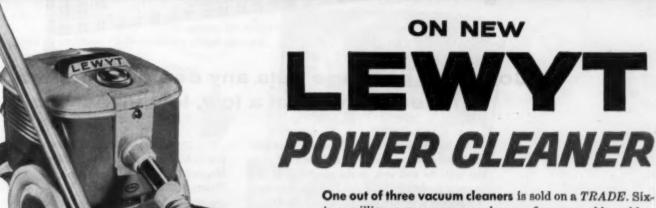
"We were thoroughly surprised at the open mindedness of the very customers whom we had expected would resist even the idea of electrical heating on their beds", Glenn said. "The number one weapon here was simply inviting the prospect to take the blanket home, sleep under it, and make up his mind. We didn't get a single one back and in fact we sold a lot more doubles, dual control models, simply because there was a difference of opinion between husbands and wives as to the amount of heat which should be used".

Midway along the promotion, thoroughly pleased with the way turnover was pyramiding in his blanket department, Glenn con-tracted for one of the largest display signs ever used in Delta. This was a huge banner, 100 feet long by three feet wide, which ran all the way across the upper facade of the Glenn building, on Delta's Main Street, visible for blocks through the downtown section.

When the totals were in one week before Christmas, the figures showed about 152 blankets had been sold, all at full list and that the store profit was \$12 per blanket, after all promotional expenses were deducted. This totaled \$1,800, an amount which was understandably pleasing to Glenn.

LEWY Tannounces Traffic building

DOUBLE TRADE-IN SALE



teen million women now own cleaners he sold on a TRADE. Sixteen million women now own cleaners five years old or older. No wonder there's big bargain excitement in "Twice the regular trade-in allowance" for a new Lewyt Power Cleaner. It's easy to run your own Double Trade-In Sale. You decide amount of Double Trade-In so there's plenty of room to

It's easy to run your own Double Trade-In Sale. You decide amount of Double Trade-In, so there's plenty of room to Wheel and Deal.

What's more, Lewyt gives you a complete Double Trade-In Promotion Kit—ad mats, giant postcards, window streamers, displays, radio scripts—all backed by biggest national ad drive in entire vacuum cleaner industry. So to double your chances for extra traffic, call your Lewyt Distributor now!

LEWYT CORPORATION, Long Island City 1, New York · Also sold through leading Canadian Distributors

Yours with a 12 reel order:

Free! tape



Complete package puts any dealer in the magnetic tape business at a low, low investment

Which of these 3 sturdy, handsome tape merchandisers do you want? The single shelf counter unit, the wall unit, or the giant double shelf counter model? Pick the one that best suits your needs. You'll receive your choice absolutely free. These tape merchandisers boost sales by stimulating impulse purchases of magnetic tape!

For 24 box single shelf wall or counter model, just order 6 reels of 1200 foot "Scotch" Brand Magnetic Tape 111A-12, and 6 reels of 1800 foot "Scotch" Brand Magnetic Tape 190A-18. You can get the giant 2-shelf counter unit with an order of 12 reels each of 111A-12 tape, 190A-18, 120A-12 and 150-18.

CASH IN ON THE BOOM in tape recording! Stock plenty of fast-selling "Scotch" Brand Magnetic Tape. Order your free merchandiser from your jobber salesman or 3M salesman, or write Mr. Dan Denham, Sales Manager, Magnetic Products Division, at the address below.

The term "Scotch" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO.,

merchandisers

3 types to fill every dealer's need



- low, convenient height
- occupies less than 11/2 feet of counter space
- sturdy wrought iron construction

GIANT 48 BOX DISPLAY is attractive and it's sturdily built. Has storage space in back for accessory items or empty reels.

stock the leader... promote the leader





St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, New York. @ 3M Co. 1956.

Equipped with two-way fill 'n drain hose — available in a range of beautiful pastel colors. If you have a full line except for a wringer washer, the
Super Regents fit in to a "T". They are the leaders in a
full line of wringer washers that are completely
independent of any appliance line. It's a good fit also when you consider your need for a wringer washer that has top sales appeal, a longer than average profit margin — and, a company reputation you can sell to the full! Send for more details.

Woman's Friend WASHERS

MAKING GOOD WASHERS FOR OVER FIFTY YEARS

PRODUCT OF

CENTRAL RUBBER AND STEEL CORPORATION

FINDLAY, OHIO



ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE

New Products Editor



WESTINGHOUSE Plastic Refrigerators

Westinghouse Electric Corp., Columbus, O.

Device: Two new refrigerators of lightweight plastic with steel doors designed for built-in use.

Selling Features: Both models have 13 cu. ft. capacity; one, designed to be used vertically has the 9-ft. refrigerator compartment at the top and freezer compartment underneath; horizontal model has the two compartments side by side and may be installed on base cabinets of any height or attached to wall; although units have steel doors, engineers say they expect to have models with plastic doors within a year; even with steel doors the units average 150 lbs. less weight than steel models of same capacity.

Exterior skin is a mixture of polyester and glass fabric; cabinet is formed from a single flat sheet of laminated 3-layer "sandwich" material consisting of outside skin, inside skin of polystyrene or aluminum and a filler of 2½ in. of polystyrene foam insulation; corners are mitred out and cabinet folded like a carton with corners bonded and sealed with a plastic resin.



PRESTO Control-Master Appliances

National Presto Industries Inc., Eau Claire, Wis.

Models: Three new appliances have been added to Presto line for use with the Presto Control-Master thermostatic control, bringing the total to 6 different appliances that fry, grill, bake, stew, simmer and pressure-cook automatically.

Selling Features: New additions include an automatic saucepan, an automatic Dutch Oven and an automatic pressure; heating elements for all appliances are watersealed; and are all submersible; all may be operated by same detachable control which contains thermostat, pilot light and heat settings.

Prices: Saucepan, \$13.95 including cover; Dutch Oven, \$16.95 including cover and Pressure cooker, \$19.95. Presto Control-Master retails for \$6.95 additional, and one unit can be used to operate all 6 appliances now in line.



RCA WHIRLPOOL Laundry Line

Whirlpool-Seeger Corp., St. Joseph, Mich.

Device: RCA Whirlpool laundry line consists of 5 automatic washers, 5 gas and 4 electric automatic clothes dryers; a semi-automatic and a 10-lb. wringer washer; and an automatic ironer.

Selling Features: Automatic washers include Imperial, Supreme, Custom, New Yorker and Deluxe. Imperial and Supreme top of line washers and dryers available in pink, yellow or green as well as white baked-on enamel with porcelain enamel tops; a white all-porcelain cabinet is also available on Imperial washers and dryers.

Built-in automatic lint filter on Imperial, Supreme, Custom and New Yorker functions at all times while washer is agitating or pumping out; lint, fuzz and other foreign particles not disposed of through basket perforations are trapped by filter which is mounted out of sight in rim of basket and may be removed to clean.

3 automatic water temperature settings with fabric guide on top-ofline models; electrically operated



pushbutton lid opens automatically when wash is finished; if opened during spin cycle washer shuts off; recessed back for flush-to-wall installation; infinite automatic water level selection provides exact amount of water for any size load; optional built-in automatic sudsmiser and 2 wash actions—regular and delicate; Germicidal lamp; interior illumination, plastic toe plate; and cycle tone signals are other features.

New Yorker, an 8 lb. model in a 24-in. cabinet, similar to Imperial for homes with space problems.

New dryer line matches washers externally—Imperial Super-speed gas dryer and Imperial electric have infinite temperature selection with 5 automatic settings, pushbutton-operated doors; built-in topside lint screen; stain-resistant porcelain inner door panels; gas model has automatic ignition.



HOTPOINT Modular Kitchens

Hatpoint Co., 5600 W. Taylor St., Chicago, 44, III.

Models: 3 new modular kitchens: KL-5, KL-4 and KL-6.

Selling Features: KL-5 is a 7-ft. unit without an oven; consists of a 24-in. storage cabinet; 36-in. wide storage drawer and sink cabinet and a 24-in. "rinse-dry" preplumbed automatic dishwasher with a 1-piece stainless steel top with 4 surface cooking units, one

of which is Hotpoint's new automatic cooking unit that can also be used as a thrift cooker or french fryer; in addition a griddle outlet and surface griddle, sink bowl and bank of 4 convenience outlets are included.

KL-4 is a 7-ft. unit with a 24-in. wide built-in oven, 15-in. storage drawer; 21-in. sink cabinet and standard 24-in. pre-plumbed automatic dishwasher; a 1-piece all stainless steel top with 4 surface cooking units, standard pushbuttons, oven timer, griddle outlet, sink bowl and bank of 4 convenience outlets.

Deluxe KL-6 is a 9-ft. unit made of all KL-5 appliances plus a 24x54-in. high oven cabinet and a deluxe built-in oven with an automatic rotisserie, pushbutton switches, minute timer and oven timer; oven cabinet also provides a 16-in. x 24-in. wide storage space for 2 drawers.

Price: From \$1100 to \$1400.



G-E Dishwasher

General Electric Co., Louisville, Ky.

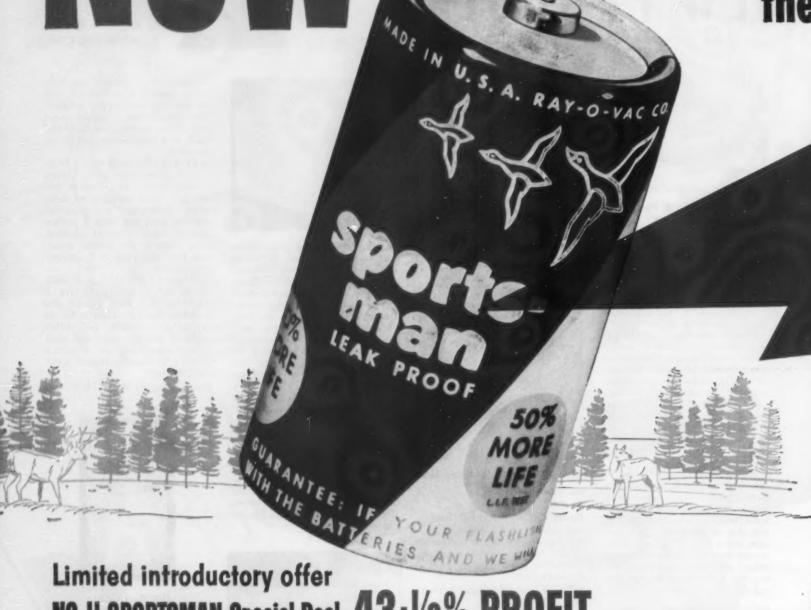
Device: G-E Mobile Maid dishwasher.

Selling Features: New 2-step wash action removes most heavy food soil, eliminates hand rinsing and scraping; power-scrub washing action—electrically powered stainless steel impeller keeps water surging vigorously during pre-rinse, double-wash and triple rinse cycle; super-wetting agent in final rinse gives spot-free drying; flush-away drain pump removes and liquefies food particles and swirls them out of drain before detergent wash begins; pink tub and beige Textolite top.

Price: \$199.95.



for sportsmen the



Limited introductory offer NO. II SPORTSMAN Special Deal 43-1/2% PROFIT



Six MS22 miniature SPORTSMAN° (regular 59¢ retailers) come packed on full-color display card with every No. 11 Deal . . absolutely FREE! Perfect for packel or purse . . . wanted by men, wemen, children.



No. SLP—the revolutionary new SPORTSMAN battery with 50% more life (L.I.F. Test). Distinctive outdoor design theme. Prepriced. In No. 11 Deal you get 48 size "D" premium batteries in two colorful display boxes.



\$22F SPORTSMAN®—world's only flashlight asked for by name—finest spotlight in Ray-O-Vac's entire line. Six two-cell, chrome-plated lights on beautiful display card (outdoordesign theme) in No. 11 Deal.

No. 11 SPORTSMAN SPECIAL

. consists of 48 No. SLP SPORTSMAN Premium Batteries, 6 No. \$22F two-cell SPORTSMAN Flashlights, and 6 No. M\$22Miniature SPORTSMANFlashlights.

Retail value Dealer cost 14.04 DEALER PROFIT \$10.80

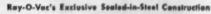
> or 431/2% MARGIN ... if you act fast!

everywhere who demand the best...
revolutionary new flashlight battery with

50% MORE LIFE!

- ... yet it retails for only a nickel more (prepriced)
- ... you'll see it and hear about it on nationwide TV and radio
- ... biggest battery announcement since Sealed-in-Steel!

Out of the stimulating pine-scented North Woods came the inspiration for this remarkable flashlight battery. Sportsmen asked for it... now Ray-O-Vac has created the super-powered new SPORTSMAN flashlight battery for premium performance. Not since Ray-O-Vac introduced LEAK PROOF sealed-insteel construction (no dating, stays fresh for years, guaranteed against flashlight damage) has there been such an exciting NEW value offered in flashlight batteries. It's rugged, it's LEAK PROOF, it's proved to have over 50% more life (L.I.F. Test) than ordinary batteries... at home or out of doors. Yet it retails for only a nickel more! And it's PREPRICED! Your profit nearly doubles on every battery sale—you make even more... a full 43½% profit... on Ray-O-Vac's introductory SPORTSMAN Special Dea!. Don't waste a minute—get your jobber on the phone—get the SPORTSMAN on display—take full advantage of Ray-O-Vac's TV and radio campaigns which are reaching your customers now!







*Standard light industrial flashlight test to .90 volt.



RAY-O-VAC COMPANY, MADISON 10, WISCONSIN

DIVISION OFFICES: 212 East Washington Ave., Madison 10, Wisconsin • 1338 Madison Avenue, Memphis 4, Tennessee • 461 Market Street, San Francisco 5, California • 1775 Broadway, New York 19, New York • Ray-O-Vac Canada, Ltd., Winnipeg



AMANA Freezer

Amona Refrigeration, Inc., Amona, Iowa

Device: Amana No. 25-W upright freezer.

Selling Features: Has 25 cu. ft. capacity, holds 875 lbs. frozen food; designed to replace two greyfinish 25-cu.ft. models (25-SM and 25-B); finished in white baked-on enamel, it is identical with former 25-SM except the gravity feed food-storage racks and leftover shelf in Stor-Mor door have been replaced by three roomy wire baskets; Juice Bar with room for 20 cans of frozen juice concentrate has been retained in door; even-zero temperatures make possible sharp freezing of large quantities of food with 6 freezing plates including 4 positive-contact shelves and freezing coils at top and bottom; below fourth shelf in main freezer compartment is a pull-out service shelf that slides out easily; Powerpact condensing unit hermetically condensing unit hermetically sealed; "frame" type door contains built-in tumbler lock with balloon gasket that scals.



TAPPAN Range

Tappan Stove Co., Mansfield, O.

Model: Tappan double-oven "Meadowbrook" 36-in. electric

Selling Features: Has full capacity 17-in. chrome lined oven with visualite oven window and lift-off door; a second 14-in. bonus oven gives added capacity; both ovens have broilers with high speed elements, each with grills and slotted grids for smokeless broiling; large oven can be preheated to 350 degs in less than 3 min.; smaller one is fast too.

Equipped with 4 speed-flex surface element; has "set'n-forget" top

NEW PRODUCTS

temperature control which eliminates burning, can be used manually or by timer with control turning on and off automatically; removable porcelain reflector bowls with turned up centers to catch spillovers; double storage drawers below ovens glide on nylon rollers; picture frame instrument panel; full-width fluorescent lamp; one of two appliance outlets is automatically clock controlled.



RCA WHIRLPOOL Electronic Range

Whirlpool-Seager Corp., St. Joseph, Mich.

Device: RCA-Whirlpool electronic range.

Selling Features: Designed for built-in installation; overall dimensions 23½ in. wide, 26½ in. high and 22½ in. deep; interior is 17½x 11x13½ in.; polished chromium exterior with brushed chrome door panel and escutcheon; 4 eye-level chrome dials permit instantaneous control—a main control dial starts and stops operating energy; a hi-lo microwave dial regulates power consumption of 3100 and 2400 watts respectively; no temperature control, instead a microwave time selector automatically regulates cooking time and ranges from a few seconds to a maximum of 21 min.; when predetermined time has elapsed, energy is automatically cut off and a bell chime rings continuously.

A browning unit permits hispeed browning of small cuts of meat and other foods when desired, using 4000 watts for a maximum of 5 min., this cooking control operates on same principle as microwave time selector.

A set of cooking-serving dishes has been designed for this range to climinate need for removing food from utensils prior to serving.

Range requires no pre-heating; may be plugged-in to any 200-volt a.c. outlet, operates on 2450 mc at rate of 1-million microwaves per second; aluminum interior deflects energy-carrying microwaves; range

door automatically shuts off energy when opened; perforated door-grill permits observation while cooking. Price: "Approximately \$1200. including installation."



EMERSON-ELECTRIC Heaters

Emerson Electric Mfg. Co., 8100 Florissont Ave., 5t. Louis, 21, Mo.

Models: 2 new portable fan-type heaters FH 165 and FH 132. Selling Features: No. FH 165 has 1650 watt capacity with 5635 btu output; FH 132 has 1320 watts with 4510 btu output; each model is equipped with built-in automatic tip-over safety switch and automatic thermostat control; feature modern design; measures 13\frac{1}{2}\text{in.}; nile green finish with chromium plated safety grille. Price: \$19.95.



UNIVERSAL Vacuum Cleaner

Landors, Frary & Clark, New Britain, Conn.

Device: Universal motor-driven brush upright cleaner No. 5740.

Selling Features: Features a nozzle with oversize "vibro" brush that automatically adjusts to any rug; throw-away paper dust bag is easily removed through zipper opening: coral & grey finish; two sets of attachments optional: standard set retailing for \$13.95 includes an 8 ft. hose, suction adapter, crevice tool, upholstery nozzle, dusting brush and long wand. Deluxe attachment set at \$19.95 includes an 8 ft. hose, suction adapter, blower adapter, floor brush, crevice tool, upholstery nozzle, dusting brush demother, expello and long wand. Price: \$79.95.



WESTINGHOUSE Electronic Oven and Surface Unit

Westinghouse Electric Corp., Columbus, O.

Device: Westinghouse electronic oven and the improved electronic surface cooking unit on standard ranges.

Selling Features: Westinghouse microwave electronic oven cooks all types food in a few minutes; oven timer is graduated in seconds up to first minute and after that in fractions of minutes; built-in recipe file at top contains instructions and cooking times for more than 400 different foods; inside oven at top a horizontally-mounted fan, called a "mixer" keeps microwaves moving uniformly to prevent over-cooking in certain spots; operates on 220 volts and is 24-in. wide at front.

Electronic surface cooking unit consists of a tiny ceramic bead and 2 "whiskers" of platinum-iridium wires only 4/1000 in. in diam.; called a thermistor the bead and its wires make up a heat-sensing device which controls amount of heat applied to bottom of pan; heat is controlled by electronic principle of balancing electrical resistance of thermistor to that of heat control setting—when 2 are equal a constant heat is maintained. Control dial is marked warm, boil and fry, with infinite control of heat in each of the three cooking zones.

of the three cooking zones. Availability: Surface units are available on 1957 Westinghouse ranges; Oven will be placed in production early in 1958.



NELSON Frypan

Nelson Machine & Manufacturing Co., Ashtabula, Ohio

Device: New Nelson frypan.
Selling Features: Measures 10½ in.
square and 1½ in. deep; polished cast aluminum with "rod" type cast-in element; close-fitting cover; easy-to-read temperature dial and electric cord. Line now includes 4 models: a double-handled square pan, a 10-in. single-handled round pan and a 5½ qt. cooker-deep-fryer.

When CAPACITY is important to the sale...

check the TOASTMASTER Water Heater line!



Capacity may make the difference between sale and fail! But not when you handle the Toastmaster Water Heater line. As a Toastmaster Water Heater dealer or distributor, you'll never lose a sale because you lack the range of sizes to meet any need. In the electric line, you offer round models of 30, 40, 50, 67, 82, 100 and 120 gallons capacity! (The 40, 50 and 82 gallon models are available with Ionodoglas lining.) Tabletop styling comes in 30, 40 and 50-gallon models, with Ionodoglas lining optional in the 40-gallon capacity. Toastmaster Automatic Gas Water Heaters are built in three capacities to accommodate any domestic requirement -20, 30, and 45 gallons, with 30 and 45 gallon models available with Ionodoglas.

Big or small, there's a Toastmaster Automatic Water Heater to fit the job. Don't let a limited-capacity line take sales away from you!

> McGraw Electric Co., Clark Division 5201 W. 65th Street, Chicago 38, III.

TOASTUASTER Automatic Heaters

American Kitchens spectacular



Roll-o-matic

PORTABLE DISHWASHER-DRYER

BIG PROMOTION

means big... DOLLARS FROM BIGGER
DEMAND THROUGH
the biggest DISHWASHER-DRYER
DRIVE IN HISTORY

It's portable! No installation! The Roll-o-matic sells itself!

It makes sense...it makes sales! American Kitchens backs up the finest portable dishwasher-dryer on the market today with a BIG D promotion. It's the biggest dishwasher-dryer drive in history.

BIG D means Demonstrations which will result in decisions to buy. Free leads to real live prospects for every participating dealer... free home trials by housewives who want to be convinced and will be!

BIG D Day is here . . . it means big Dollars to every dealer with the vision to cash in on the BIG D promotion!

Call, wire, write your distributor for the hig "Dealer Deal" which means even greater profits for you!

BACKED UP BY THESE DYNAMIC BIG D "SALES PLUSSES"

- · Traffic-stopping point-of-sale displays
- · Sales-pulling newspaper mats
- Unusual new promotion ideas
- Eye-catching window streamers
- · Catchy, sales-building radio spots
- · All the product literature you need

AMERICAN Kitchens

DIVISION (APECO) CONNERSVILLE, INDIANA

Roll-o-matic Dishwasher-Dryers • Roto-Tray Dishwasher-Dryers Kitchen Cabinets • Food Waste Disposers • Built-in Ranges, Ovens

ELECTRICAL MERCHANDISING-OCTOBER, 1956

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MANITOWOC Freezers

Manitowec Equipment Wks., Manitowec, Wis.

Models: A 12 cu. ft. upright along with 15 and 20 cu. ft. chest freezers has been added to line.

Selling Features: Line riow contains 4 uprights in 12, 17, 20 and 24 cu. ft. sizes; 2 chest models and 2-zone refrigerator-freezer in copper, stainless or white.

12 cu. ft. upright has 404 lb. overall capacity; 62 in. high, 21 in. wide and 294 in. deep.



20 cu. ft. chest model has 700 lbs. storage with 91 lbs. fast freeze compartment; all-steel construction; extra density glass fibre insulation; baked-on Dulux finish; all 'round fast freezing coils.



WESTCLOX Clock

Westclex Div., General Time Corp., La Salle, III.

Device: Westclox "Ellsworth" alarm clock.

Selling Features: Non-breakable "Cycolac" case can't crack, dent, chip or peel; guaranteed for 5 years; low-boy styles; 6½ in. wide 3½ in. high; shatterproof crystal of Plexiglas; sweep alarm indicator on dial; insistent alarm; satin-finished metal dial; choice of 2 colors: gray case with red and brass dial or black case with pearl white and brass dial.

Price: \$8.95.

NEW PRODUCTS



WESTINGHOUSE Tea Maker

Westinghouse Electric Corp., Mansfield, O.

Device: Automatic tea maker. Selling Features: Brews tea with consistent flavor and strength every time; brings water at correct temperature in contact with tea and separates brew from leaves at proper time; can be adjusted to different tastes from weak to strong; can also be used to brew coffee and to heat soups, other canned goods and baby's bottle.

Tea is brewed in copper-colored upper bowl; for serving the upper bowl is removed and cover placed on teapot; 6 cups capacity.

Price: About \$30.



NECCHI-ELNA Sewing Machines

Necchi-Eina Sowing Machine Co., 164 W. 25th St., New York, 1, N. Y.

Models: New low-priced "Miracle" line is portable, console and desk models; Elna "Junior" and the Elna toy machine.

Selling Features: Miracle line for straight-sewing needs available in 2 models Miracle I and Miracle II; Miracle I sews forward and reverse; top drop feed makes easy darning, mending; calibrated upper thread tension; automatic bobbin winder; 2 spool pins; hinged presser foot sews over pins; uses standard needles and attachments; Miracle II, the deluxe model features built-in light retractable spool pins; floating (hinged) presser foot. Both models available as portable, console or desk models.

"Junior" is not a toy, small, precision built, sews a dependable chain stitch and features a built-in music box.

Price: Miracle 1, \$59.95 for portable model.



PAK-A-WAY Freezer-Refrigerator

Schaefer, Inc., Minneapolis, Minn.

Model: No. RF-7-10 Pak-A-Way 2-temperature freezer-refrigerator.

Selling Features: 7 cu. ft. refrigeration section is equivalent of ordinary 9 ft. refrigerator; freezer section accommodates 350 lbs. frozen foods.



FIELDCREST Blanket

Fieldcrest Mills, Inc., Bill Worth St., New York, 13, N. Y.

Device: Fieldcrest "Living Rose" automatic blanket.

Selling Features: Features single rose motif on Acrilan blend fabric bound in nylon satin, which retains appearance through repeated washings; unbreakable plastic control in white with pink rose design; comes in twin, 80 in. double bed size with single or dual control and king size.

Price: Full 80x84 in. blanket with single control, \$39.95.



MARVIRAY Baseboard Heater

Marviray, Inc., 54 Clifton St., Newark, 5, N. J.

Device: Marviray baseboard heater with anodized aluminum heating surface.

Selling Features: Uses conductive and emissive powers of an anodized aluminum heating surface in a baseboard unit is available for operation at 1250 and 750 watts on 115, 208, 230 or 245 volts a.c.;

supplied with a built-in terminal block for quick, easy installation; unit measures 4 ft. long, 8 in. high and 2½ in. deep connectors are available where 2 or more units are used; silvertone gray finish.



CANMASTER Can Opener

Canmaster Corp., 12039 S. Atlantic Blvd., Compton, Calif.

Device: Canmaster automatic can opener.

Selling Features: Wall mounted, it is available in white, yellow or aqua; cans are inserted easily; chrome lever actuates device and a cut-off switch stops motor automatically when top of can is cut completely free; permanently lubricated and safe to operate.



BERKO Heaters

Berke Electric Mfg. Corp., 212-40 Jamaica Ave., Queens Village, 28, N. Y.

Device: Berko radiant heaters HW-20 and HWT-20.

Selling Features: New 2000 watt "high heat output" glass radiant heating unit No. HW-20 and HWT-20 (with thermostat) have tempered Pyrex glass element capable of withstanding over 7 watts per sq. in. output; electrically conductive coating is composed mainly of tin oxide with small amount of other constituents added; coating is permanently bonded to inside surface of glass; silver contact strips are fired along 2 opposite edges of glass so that conducting film becomes one solid heating ale one solid heating element; inner frame of conductive glass, ceramic corner support blocks, aluminum reflector, buss bar assemblies and steel side channels; surface mounted outer frame is 20 gauge cold rolled steel; bottom louver plate serves as wireway cover; satin gray metal-lic finish with chromeplated guard.



UP, DOWN, OFF—Tracer light photo shows the simple motions necessary to detach Microtube surface unit. Slim Microtube coil lifts easily for ready access to reflector pan and trim ring. Reflector pan lifts out and chrome trim ring snaps out for thorough cleaning of range top, then snaps back in place.

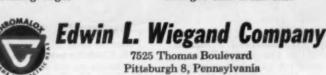
Tracer-light study proves...

Chromalox Microtube easiest-to-clean surface unit

New, easiest-to-clean Chromalox Microtubes help sell electric ranges on sight. And you can wrap up this brand new feature in a dramatic, thirty-second demonstration right in your own showroom.

You'll find more and more of the better ranges using new slim, trim Chromalox Microtubes because they have the features that give dealers the selling edge.

Microtubes heat faster, respond instantly to all types of controlling devices, cool down quickly without the "heat hangover" of an ordinary heavy mass coil. That's why Microtube-equipped ranges cook better and sell easier. Insist on new slim, trim Chromalox Microtube surface units. You'll find them on the fastest selling lines of 1957 Electric Ranges and Built-ins.





Customers are sold on sight with a demonstration of the new Chromalox Microtubes. No messy tools, no poking around under the range top, no stuck food to spoil the appearance of beautiful new ranges.



New Celer—Center medallions on the new Chromalox Microtube are available in the newest brightest porcelain-enamelled colors. This Chromalox first puts the perfect touch of decorator color on the surface cooking unit.



• MAYTAG SALES AND SERVICE, 598
N.W. 54th Street. Jane Crawford says: "Customers believe in McCall's. When McCall's Use-Tested Tags give them specific information about an appliance, customers are convinced. They're real sales-makers!"



• BEST, LTD., 3420 N.W. 7th Street. Sales Manager Don Ferone says: "A sale is born, in our store, the minute a customer starts reading the McCall's Use-Tested Tag on an appliance. Selling an appliance is easier, when it carries a McCall's Use-Tested Tag."



• SHELL'S SUPER STORE, 5941 N.W. 7th Avenue. Appliance Manager John W. Hill says: "McCall's Use-Tested Tags are like money in the bank to an appliance retailer! I use McCall's Use-Tested Tags every chance I get. They help me clinch appliance sales."



• COLE & SONS, INC., 2290 S.W. 8th Street. Leonard R. Cole says: "McCall's Use-Tested Tags work like this:—my customers are impressed by the name of McCall's; their opinion of an appliance goes up when they see McCall's endorsement of it!"



o JEFFERSON STORES, Store #2, 6444 N.W. 7th Avenue. Manager Charles Bushyager says: "I'm sold on McCall's Use-Tested Tags, because they help me sell appliances! Watch the way customers are impressed by them. These Tags are a real sales-help to any retailer."



• BROOKE DISTRIBUTORS, Voice of Music Products, 412 S.W. 8th Avenue. Tony M. Turturici says: "McCall's Use-Tested Tags make effective selling tools. Specific information on each Tag, about the phonograph to which it's attached, makes selling easier."

McCall's Usesell appliances -in Miami



• JEFFERSON STORES, Store #4, 130 Miracle Mile, Coral Gables, Fla. Manager J. F. Simons says: "I think McCall's Use-Tested Tags are one of the best ideas yet to help a salesman close appliance sales. I've gotten lots of saleshelp from these Tags in my store."



• GAS OIL PRODUCTS, INC., 2603
Ponce de Leon Blvd., Coral Gables, Fla.
L. R. Chandler says: "I'd like to see all the appliances on our sales-floor tagged with McCall's Use-Tested Tags. Appliances with these Tags attract more customer-interest, and move faster!"



• JEFFERSON STORES, Store #1, 119 N. E. 79th Street. Manager Raymond Muſson says: "Every salesman in my store uses McCall's Use-Tested Tags to help sell appliances. The information contained in McCall's Use-Tested Tags fits right in with our sales-talk!"



• JEFFERSON STORES, Store \$5,53 N.W. 1st Street. Manager Harry Cooper says: "McCall's Use-Tested Tags help sales and make an excellent display piece. We never fail to point out the McCall's Use-Tested Tag on an appliance, and it never fails to help us complete a sale!"



* MASTERS OF MIAMI, INC., 49 Beacon Blvd. Manager Moe Hoffenson says: "McCall's Use-Tested Tags have proved very helpful to me. These Tags make an immediate impression on customers and play a big part in helping the customer make a decision."



* JEFFERSON STORES, Store #3, 1145 S.W. 8th Street. Manager Thomas Friedman says: "McCall's Use-Tested Tags help salesmen by getting sales points across faster and easier. We need more selling aids like McCall's Use-Tested Tags in the retailing end of this business."

-Tested Tags faster



McCALL'S 230 PARK AVENUE, NEW YORK 17, N. Y.



UNIVERSAL Frypan

Landers, Frary & Clark, New Britain, Conn.

Device: New 132 sq. in. frypan has been added to Universal line. Selling Features: Square surface with rounded corners for easy cleaning; cast-in element permits pan to be safely immersed up to Signalite for washing; built-in Thermo-controlled thermostat automatically maintains accurate temperatures; recipe heat chart located on handle indicates right temperature dial sets heat needed from zero to 420 degs; Signalite tells when right heat is reached; heat resistant handle and feed; detachable cord located on base of pan.

Price: \$25.95, cover included.



LECTRO-HONE Sharpener

E. F. Britton & Co., Inc., Cranford, N. J.

Device: Lectro-Hone sharpener. Selling Features: Hone-sharpens knives, scissors, cutting tools of all kinds; suitable for hobby workshop or kitchen.

Price: \$19.95.



ALCAMITE Frypan-Skillet-Griddle

Eastern Metal Products Corp., 18 E. 41st St., New York 17, N. Y.

Device: Alcamatic No. SF50-A Frypan-griddle combination.

Selling Features: Fries, stews, braises, chafes, casseroles; pops corn, steams. Imbedded, cast-in X Rod element provides even heat

NEW PRODUCTS

distribution; easy-to-see automatic signal light indicator; temperature selector dial; thermostatically controlled; heavy gauge aluminum frypan; specially designed extra-high dome cover; 12-in. square; 1450 watts, 110-12 volts, a.c. only; can be immersed in water; can also be used separately as griddle or hot-plate.

Price: \$49.95.

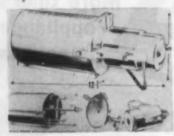


AIR-d-LUX Cooler

Air-d-Lux Corp., 289 Nepperhan Ave., Yonkers, N. Y.

Device: Mark II, Air-d-Lux portable room cooler.

Selling Features: Cools, filters and purifies air; weighs 22 lbs; cools radius of 30 ft; removable Fiberglas and basket filters remove pollen, bacteria, dirt from air; push-button controls, 3 positions, high, low and off; high 200 watts, low 120 watts; 60 cycle, single phase G-E motor; plugs into 115 volt a.c. current; 2-tone baked enamel finish; 16 in. high, 19½ in. wide and 12½ in. deep.



KNIBB ice Cream Freezer

Knibb Industries Inc., 360 N. Michigan Ave., Chicago, 1, III.

Device: Knibb home ice cream freezer for use in refrigerators or

freezers.

Selling Features: Makes a half gallon of ice cream in 20 to 30 min.; also frosted milk shakes, sherbets, ices, punches, etc.; consists of a cylindrical container with circular indentations in flat side for rapid thermal contact to freezing shelf of refrigerator; chrome dasher has interchangeable nylon scrapers; motor support fasteners and cover in 2-tone chrome finish; Universal a.c.-d.c. 110-120 volt motor, 50 watts, with thermal automatic cutout switch is totally enclosed in 2-tone chrome housing.



WAHL Vibrator

Wahl Clipper Corp., Sterling, Ill.

Device: Wahl Supersage hand-type vibrator.

Selling Features: Fits on back of hand powering fingers to give soothing massage stroke; slow-motion vibrations for scalp and tired, aching muscles; bottom working surface is cushioned in soft vinylite; encased in white nylon lid.

Price: \$14.50.



SAXONY Hair Dryer

Saxony Electronics Inc., Dept. 3, Wilmington, 99, Del.

Device: Saxony powerflow hair dryer.

Selling Features: Remains cool to touch at all times; 2-way switch for warm or cool air; adjustable head; decorator color combinations of turquoise and chrome or ebony and chrome.



GLASSHEAT Heater

Continental Radiant Glass Heating Corp., 1 E. 35th St., New York, 16, N. Y.

Device: Glassheat radiant glass heating and drying unit for bathroom.

Selling Features: Built-in thermo-

stat insures correct temperatures and even heat for whatever use panel is put to; two towel bars for drying lingerie, stockings, warming towels; may also be used to dry hair; sized to fit almost any bathroom: 18½ in. wide, 25½ in. high 1½ in. deep; comes in chrome, hammertone silver or baked on oxide finishes; 625 watts, 120 and 240 volts a.c. only; may be surface mounted or recessed.



HOTPOINT Disposer

Hotpoint Co., 5600 W. Taylor St., Chicago, 44, III.

Device: Custom model MW 12 food waste disposer.

Selling Features: New model supercedes MW9 and MWP9; (new line will consist of low cost continuous feed model MW11 and new Custom model); features include new switch top that turns disposer on and off and doubles as a sink stopper; provides faster grinding operation because of staggered cutting teeth, hammer arms pivot to prevent jamming; quieter operation—sound-deadening gaskets and mountings; upper and lower housings pivot 360 degs. for easier installation.

BRIEFS

A new Pyrex instant coffeemaker and server with iron candle warmer to keep coffee hot is announced by Corning Glass Works, Corning, N. Y. Carafe styling in flowing lines, decorated with 22-kt, gold; has capacity measurements to tell when enough water for number of cups; black handle and gold colored cover; available in 12-cup size. An 8-cup size will be available shortly.



Trade-Wind Motorfans Inc., 7755 Paramount Blvd., Rivera, Calif. announces a drawer type filter mounting for use on Trade-Wind centrifugal blower units; filter can be cleaned in soap and water.



Introducing the first and only automatic washer with STAINLESS STEEL inside and out!

Royalist BLACKSTONE

... NOW! See why it's the most practical washer made today!

NOW! BLACKSTONE GIVES YOU THE "HOTTEST" SALES EXCLUSIVES ON THE MARKET!



STAINLESS STEEL



Women go for the lifetime beauty and wear of the gleaming stainless steel top! No other washer offers a more practical, extra work surfacel For only stainless steel can't be stained, scratched, chipped - can't crack or peel! Even heat can't blemish its sparkling beauty. Gleaming stainless steel top is the newest, most popular feature you can offer in home laundry appliances today!

Women know and value the lifetime service and the protection stainless steel tubs give clothes! You don't have to sell your customers the advantages of gleaming stainless steel! They know from everyday experience, stainless steel can't wear out or chip, rust and corrode, as other materials do! Dirt and soap scum can't stick to it — rinses clean instantly! Clothes wash more thoroughly, come out fresher, cleaner than ever before possible!

Plus! MORE EXCLUSIVE-QUALITY BLACKSTONE FEATURES TO HELP CLOSE MORE SALES!



NEW "VISUALUX" CONTROLS on gleaming gold end chrome panel, Light up for easier reading! Easier dial setting!



THE MECHANICALLY TIMED "AutoTrol" provides surest protection most efficient washing possible—
against breakdowns! Eliminates any electrical gadgetry.

AGITATOR WASHING provides
with amazing "Flex-O-Trol". Assures maximum safety and control under every washing action!

VIBRATION-FREE DESIGN. The entire operating mechanism and tub are cushioned in rubber to absorb under every washing action! Tral" provides surest protection most efficient washing possible against breakdowns! Eliminates any in splash-proof tub holding a big, electrical gadgetry.

9-lb, load!







Don't wait! Get all the facts from your **BLACKSTONE** Distributor

BLACKSTONE

America's Oldest Manufacturer of Home Laundry Appliances

NEW PRODUCTS



K-M Heater

Knapp Monarch Co., St. Louis 16, Mo.

Model: K-M fin radiation heater No. 16-512.

Selling Features: Fin heater is a self-contained 1320 watt heating unit with built-in thermostat which accurately measures room temperature and provides clean, constant floor-to-ceiling warmth; manually adjustable temperature control automatically maintains selected temperature; 4-bladed fan for maximum air delivery; heats a room 12x15x8 ft.



JOHNSTON Lawn Mower

Johnston Lawn Mower Corp., Brookhaven, Miss.

Device: Velva-Trim 18-in. trimming type mower.

Selling Features: High speed reel gives smooth finish to lawns; rear drive wheels travel behind cutting reel to eliminate ridges; airplane type handle controls; front-mounted, lightweight plastic grass catcher; 1.75 hp, 4-cycle engine with recoil starter and a new "lotone" muffler; 2-tone colors—red and beige.

BRIEFS



A twin-blower range hood-the Swanson 400-is announced by

Swanson Mfg. Co., Owosso, Mich. It has a twin-wheel centrifugal blower driven by a powerful motor; entire fan and motor unit can be unplugged and removed for servicing; snap-out, washable aluminum filters trap grease; comes in 8 sizes —from 24 through 48 in. in antique copper, stainless steel or 3 baked enamel colors.

A golden metallic silicone fabric ironing board cover is announced by Textile Mills Co., Chicago 14, Ill. Available in covers only or in sets with cotton or foam rubber pads.



A power plug thermostat, easily removable from appliances, such as electric frypans, to permit complete immersion of pan for washing is announced by Spencer Thermostat Div., Metals & Controls Corp., Attleboro, Mass. Temperature change is sensed by thin walled high expansion tube with great structural strength and minor thermal lag. Connecting the sealed outer end of this tube with an adjustable electric switch at inner end, a low-expansion rod is welded at both ends to eliminate lineage loses and thermal drift. Shockresistant switch is rated at 1600 watts, 120 volts.



BABEE Kitchen

Dunhill Appliance Corp., 885 Shepherd Ave., Brooklyn, 8, N. Y.

Device: Babee Kitchen and Midjet kitchen.

Selling Features: Both models are portable; weigh 7 lbs; chrome-plated; 750 watts, 110 volts; aluminum cups and drip pans easy to sterilize; broiling and toasting drawer.

Price: "Less than \$15."

PROUDLY PRESENTS ITS all-new

UNVENTED

WALL HEATER

Designed by Dearborn..manufactured by Dearborn.. with the built-in Dearborn quality you have known for years, this all-new UNVENTED wall heater has features you can sell because it has the features your customers want!

You Can Sell...

- Quick, simple installation it hangs on the wall
- Safety and convenience of its
 Cool Safety Cabinet
- Specially designed, superefficient burner
- · Fully visible flame
- Comfort-making forward heat
 flow
- Completely enclosed controls more safety by Dearborn
- Combustion chamber and buffles made of Black Beauty steel
- Beautiful styling finshed in smart Dearborn coppertone
- Takes <u>no</u> floor space—little wall space
- · Competitively priced



Send today for additional information on this new Dearborn profit-maker

48" high, 20" wide, only 61/3" deep. Burns any type gas.. uses any operating and temperature control available on Deerborn's regular line of space heaters.

Dollar-wise .. it's

Dearborn

1700 W. COMMERCE . DALLAS, TEXAS

MAKE THE MOST

Remember, when markets <u>are</u> women, their differences are even more important to you.

The TRUE STORY audience is a distinctively different one. It's ...



DIFFERENT in Age

It's younger. Median age of True Story women readers is 28 – some 8 to 12 years younger than service or weekly magazine readers.



DIFFERENT in Outlook

It's social forms and customs are based on Wage-Town's different social attitudes and values. True Story readers have little interest in 'white-collar' ways of living ... little desire to keep up with the 'white-collar' Joneses.



DIFFERENT in Market Potential

Mostly Wage Earners, True Story families have more 'loose money' to spend. (The average Wage Earner family has about \$3,000 per year to spend, over and above fixed expenses.)

Sources: Kemp; SRDS; Sterch, Nev. 1955; Macfodden Publications Department of Marketing and Research Social Research, Inc.



WAGE-TOWN is one of America's most essential markets. Buy it ... reach it ... sell it ... in TRUE STORY and the True Story FAMILY BEHAVIOR GROUP!

OF THE DIFFERENCE!



DIFFERENT in Reading Preference

of TRUE STORY's primary nousenous and in the story of the four women's service magazines, or by all of them combined!

of TRUE STORY's primary households are not reached by any of the four big weeklies or bi-weeklies, or by all of them combined!

In TRUE STORY, you can put your money where your market is!

AN OUTSTANDING OPPORTUNITY TO INCREASE YOUR COVERAGE IN THIS DIFFERENT MARKET...

The 'true-type' magazines have enormous—and virtually exclusive -influence in Wage-Town.

4,000,000 circulation is available in the four-magazine True Story FAMILY BEHAVIOR GROUP

(TRUE STORY . TRUE ROMANCE . TRUE EXPERIENCE . TRUE LOVE STORIES) and . . .

of True Story FAMILY BEHAVIOR GROUP households are not reached by any of the four women's service magazines, or by all of them combined!

of those homes are not reached by any, or all, of the four major weeklies or bi-weeklies!

True Story



EMERSON TV Line

Emerson Radio & Phono Corp., 14th & Cole Sts., Jersey City, 2, N. J.

Models: 1957 line includes 5 Eldorado series models; six 21-in. DeLuxe series models.

Selling Features: Eldorado series consists of three 21-in. sets and two 24-in. sets; each has "Futura" chassis. No. 1216, 21-in. table model on legs designed to blend with mahogany, blond or walnut furniture. No. 1218, 21-in. model housed in a table model cabinet on a swivel base and is also available in mahogany, blond and walnut hardwood veneers. No. 1214, a console cabinet on a swivel base also available in genuine mahogany, blond and walnut hardwood veneers. 24-in. model No. 1224 is a modern table model designed to blend with all woods; 24-in. No. 1226, modern table model.

DeLuxe series models feature No. 1210, low-boy console on swivel base with a clock that automatically turns receiver on and off at preset time and also operates independently.

Price: De Luxe series starts at \$158.



SETCHELL-CARLSON TV Sets

Setchell-Carlson Inc., New Brighten, St. Paul, 12, Minn.

Models: New 1957 line of Unitized sets is composed of 17, 21, 24 and 27-in. models.

Selling Features: All sets feature ac operation, full-sized power transformer, new Neutrode tuner (continuous all-channel tuner for Deluxe series) 90 deg. aluminized, self-focusing picture tubes; "Filter-Ray" removable tinted safety glass and Unit-ized chassis, which consists of a master chassis on which functional "plug-in" units are mounted; all chassis and units of aluminum; all table and console

NEW PRODUCTS Television and Radio

models have genuine mahogany or blond oak wood cabinets. P 62, 17-in. portable has built-in antenna; plastic coated fabric cover on aluminum cabinet in 4 colors, maroon, gold thread tan, ivory or pink. 21-in models (71 table and 711 console) both with L-type TV-radio chassis with removable "plug-in" units. Table model has provision for right, left or both sides mount of 6 in. PM speaker; 4 modern brass metal legs create it unto a consolette. Console has 10-in. PM front mounted speaker and swivel casters. Three 24-in. consoles: 571, 572 and 573; No. 571 has TV only; 572 is a TV with radio and 573 is a TV with radio and record changer compartment. All have Deluxe Unit-Ized chassis 157 with removable plug-in units, push-pull sound output with hi-fi woofer and tweeter speakers, base and treble tone controls, hinged tops for servicing chassis; top tuning with illuminated dials and

swivel casters.

Three 27-in. models 5701
straight TV console; 5702; TV
with radio; 5703 TV-radio and
phono compartment.

Prices: From \$179 for P-62, to
\$479 for blond 5703.



WESTINGHOUSE TV Sets

Westinghouse Electric Corp., TV-Radio Div., Metuchen, N. J.

Models: Westinghouse line of 14-in, portable TV sets comprizes 3 models.

Selling Features: Stain and alcoholresistant aluminum cabinets; 90 deg. aluminized 14-in. picture tube; 15-tube horizontal Silver Safeguard chassis; 90 percent of components are on one printed circuit board; all parts easily accessible at rear of set; automatic electrostatic focus; tinted eye-filter shield optically treated; automatic gain control; automatic noise killer circuit stops image jitters; automatic spot eraser. No. 14T170 in smoke gray finish; 14T171 turquoise and sand; 14T172 terra cotta and sand. Price: \$129.95.



SONORA TV Sets

Sanera Radio & TV Corp., 325 N. Hoyne Ave., Chicage, 12, III.

Models: Sonora has 3 new models No. 606, 578 and 605.

Selling Features: No. 606, 21-in. table model with front top tuning in mahogany. No. 578, 24-in. console in blond wood. No. 605, 17-in. portable set.

Prices: No. 606, \$179.95; No. 578, \$309.95; and No. 605, \$119.95.



PHILCO Radio

Philco Carp., Philadelphia, Pa.

Model: Philco AM-FM radio No. 976.

Selling Features: Has 7 tubes plus selenium rectifier for the FM radio; a high impedance loop antenna for AM stations and an internal cord line antenna for FM stations; provisions have been made for either balanced or unbalanced external FM antenna installations: AM-FM radio has continuous bass and treble tone controls; cabinet available in blond, mahogany or fruitwood. Price: \$89.95.

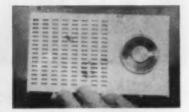


MAJESTIC Radio

Majestic International Corp., 743 N. La Salle St., Chicago, III.

Device: Majestic "mighty-mite" table radio No. LA-60. Selling Features: 5-tube performance; large Alnico pm speaker; full vision tuning; plastic case 8 in. wide, 5 in. high and deep; in choice of 7 decorator colors; a.c. or d.c.; range 550 to 1650 kc.

Price: \$16.95.



SONORA Radios

Sonora Radio & TV Corp., 325 North Hoyne Ave., Chicago, 12, III.

Models: Sonora 1957 line includes No. 585, 604, 610, and clock radios 625, 626, and 627.

Selling Features: No. 585 is an extended range hi-fi radio in blond wood; No. 604, an intercontinental portable; No. 610 a tubeless transistor pocket radio with 5 transis-



tors. The three clock radios have 5-tubes. No. 627 has a turquoise and ebony case; No. 625 white and gold; and No. 626 coral and ebony. Prices: No. 585, \$54.95; No. 604, \$75.; No. 610, \$49.95; and clock-radio models \$36.95.



EMERSON Transistor Radios

Emerson Radio & Phono Corp., Jersey City, 2, N. J.

Models: Emerson's 1957 line includes 6 transistor radios including a low priced 6-transistor pocket model 849.

Selling Features: No. 849 "pocket radio" has 6 transistors in Nevabreak cabinet in a variety of colors.

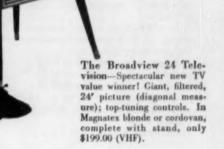
Other models include No. 858 combination phono and radio table model with dual matched speakers; No. 860 a consolette has two 6-in. speakers and a 4-in. tweeter; No. 861 a console has 4 speakers; two 12-in. woofers and two 5-in. tweeters

Each instrument has 4-speeds and No. 860 and 861 have 10-watt power output.

Price: No. 849, \$58. including bat-

Only a Magnavox dealer can say—
"My competition can't undercut me on price!"

The Berkshire Radio-Phonograph—Perfect blend of superb sound engineering and flawless cabinetry! 25-watt dual-channel high fidelity amplifier; 4 high fidelity speakers...a 15" plus a 12" bass, and two high-frequency horns. Only \$495.00 in mahogany.



Magnavox maintains a policy of vigorous price enforcement which guarantees protected profits for every dealer

More reasons why MAGNAVOX is the most profitable franchise in the industry today!

- 2. Most complete, competitive line. Magnavox TV prices start at only \$139.90 (VHF). High fidelity instruments as low as \$79.50. Last year on Magnavox sales alone, fifty dealers averaged a retail volume of \$400,000. One hundred Magnavox dealers averaged \$300,000.
- 3. Greater profit margin. Magnavox offers the largest guaranteed markups of any leading television—radio—phonograph manufacturer, even on leader models like the Broadview 24 television, shown above.
- 4. Most step-up sales features. It's easy to trade Magnavox prospects up to more profitable models. Your profits step up, too.
- 5. Price-protected inventories. Your Magnavox inventory is protected under the provisions of the Magnavox profit franchise.
- 6. No "annual line," no dumping. New models are integrated gradually. No quick change-over to leave you with "out-of-date" inventory.
- 7. Transportation prepaid. Magnavox instruments are shipped to your door without extra cost to you—adds to your profit margin.
- 8. No promiscuous franchising. Magnavox sells to less than 2% of the nation's dealers. Only the most outstanding and dependable retailers sell Magnavox.
- 9. Gold Seal Guarantee. Three months' service on all television instruments bearing the Magnavox Gold Seal, plus a full year's warranty on all tubes and parts. No other manufacturer promises such trouble-free performance and backs it up with such an all-inclusive warranty.

There may be a Magnavox profit franchise available in your area. Why not write, wire or call today? The Magnavox Company, Fort Wayne, Indiana.

One hundred million dollars worth of Magnavox instruments will be sold by our 1500 dealers in 1956 at full retail price

IVIagnavox
high fidelity television - radio-phonographs



PHILCO Hi-Fi Phonos

Philea Corp., Philadolphia, Pa

Models: 4 new hi-fi phonos in Phil-co's 1957 line.

Selling Features: All models feature 4-speed intermix player which includes new talking book speed of 164 rpm; intermix plays any sequence of 33-4 and 45 rpm records in 7, 10 and 12-in. sizes; an insert is used for 45 rpm records

when played on regular spindle. No. 1360 portable in brown luggage-type case with contrasting tweed grille has Philco Electrostatic speaker and a 6-in woofer.

No. 1363 consolette with removable legs in mahogany or blond; has Electrostatic speaker and 8-in.

No. 1763 console "Music Chamber" in mahogany or blond with Electrostatic speaker and an 8-in.

No. 1765 console "Music Chamber" available in Teak (black) fruitwood, mahogany or blond with Electrostatic speaker and 10-in. woofer.

In addition to 4-speed intermix player, all hi-fi models have bass and treble controls; a jack for AM-FM tuner or tape recorders; built-in phono pre-amp system and 45 rpm spindles; Philco transformer pow-ered amplifiers deliver up to 14watts output; all models styled in modern motif.

Price: From \$109.95 for 1360 to \$199.95 for 1765.



COLLARO Record Changer

Callaro Div., Rockbar Corp. 650 Halstead Ave., Mamaroneck, N. Y.

Device: New Collaro 4-speed record changer RC-456.

Selling Features: Designed to operate on 78, 45, 331 and 161 rpm; automatic intermix; automatic idler disengagement; manual operation is possible at all speeds. Price: \$34.50.

NEW PRODUCTS ... Radio and Hi-Fi



FANON Radio-Intercom

Fanon Electric Co., Inc., 98 Berriman St., Brooklyn, N. Y.

Device: Music-Talk packaged radiointercom-door answering system. Selling Features: From master control its possible to converse with any of the remotes, answer front door or baby sit from any location in the house; intercom can be used to monitor one or more rooms from any one or more location; each remote can originate a call to master or any other remote; 6-tube radiointercom uses a printed circuit; radio programs or phono may be piped to as many remotes as desired and radio may be used simultaneously with intercom system; neon pilot light indicates when

system is in operation. Complete package consists of 1 master control, a weatherproof door speaker and 4 indoor speakers, 200 ft. wire and all necessary rough-

Speakers are all 3½ in. Alnico V; watts output; consumes 300 watts at 110-120 volts a.c. or d.c. Provision for one additional remote at slight extra cost. Price: \$129.50



AUDIO Hi Fi Record Players

Audio-Masters Corp., 17 E. 45th St., New York, 17, N. Y.

Models: 2 new hi-fi record players No. 47 and 48.

Selling Features: No. 47 has a G-E reluctance cartridge dual loudspeakers (8 and 4 in.) full range variable bass, treble and tone control as well as a special jack for earphones; 50 to 15,000 cys with a 4-watt output; portable case covered in charcoal eatherette.

No. 48 features a Collaro motor

with 2-piece tone arm; cartridge and shell plugs into base of arm and is easily replaced and removed; Dual loudspeakers; one hi-fi 6 in. extended range and a 4-in. tweeter as well as full range variable basebass, treble and tone controls and special jack for earphones; 50 to 12,000 cycle frequency response; and an automatic shut-off at end of record; simulated leatherette case in colors.



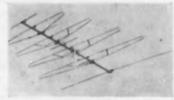
STROMBERG-CARLSON Phono

Stromberg-Carlson, Div. General Dynamics Corp., Rochester, 3, N. Y.

Model: Stromberg New World 'custom 400" phono consolette. Selling Features: Has two 8-in. speakers, 5-tube push-pull ampliher with full power transformer; 4speed record changer in cabinet 23-4 in. high, 20 in. wide and 154 in. deep; permanent magnet speakers are front-mounted and Duosonic design with equal grille area at the back of cabinet provides hi-fi sound from front and rear; separate bass and treble controls provide wide range tone combinations with audio power output of 15 watts and frequency response from 40 to 16,000 cycles.

Record changer operates at 16-3, 33-4, 45 or 78 rpm; retractable idler prevents wow or thumping; featherlight tone arm had sapphire stylus; both changer and amplifier are shut off automatically after playing last record; cabinet has lift lid, friction hinges hold lid firmly in any position; hardwood veneers in walnut, mahogany, blond.

Price: \$149.95 for mahogany; \$159.95 for walnut and blond ma-



TRIO Antennas

The Trie Mfg. CO., Griggsville, III.

Models: 1957 line includes 3 an-

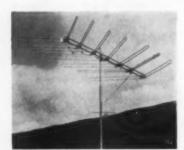
tennas Zephyr Royal; Zephyr and Zephyr-Mite.

Selling Features: Zephyr Royal features new "Wing" director en-hances power and sensitivity of "Wing" dipole; retains principle of stagger tuning which gives flat frequency response needed for good color reception. Rejector phasing makes side pick-up through long phasing bars practically impossible. Zephyr also features "Wing" di-

rector and "Wing" dipole; features two dipole and double transposition phasing giving high performance on all channels 2- to 13.

Zephyr-Mite features flat response; good impedance and single lobe pattern in a single dipole antenna; uses stub matching, allowing a portion of stub to act as a resonant dipole on high band fre-

quency. Prices: Zephyr Royal, \$34.95; Zephyr, \$24.95; Zephyr-Mite, \$18



CHANNEL MASTER Outdoor Antenna

Channel Master Corp., Ellenville, N. Y.

Model: Channel Master "Traveling Wave" outdoor antenna.

Selling Features: Utilizes 6 new features; a single-bay of fringe model has higher gain than a wide-spaced, single-channel, 5-element Yagi on each low band channel; front-toback ratios exceeding 10.1; relative voltage on each low band channel; high band front-to-back ratios range from 5.1 to 12.1.

Traveling Wave principle reinforces picture signals electronically by providing an equal flow of current in every dipole on each of the VHF channels hairpin dipoles replace conventional folded dipole; all elements of folded construction including reflector; phasing harness in 2 sections each having different impedance; elements are vee'd forward at 2 different angles—no 2 elements of same length; special terminating resistor in 7-element model; a new 3-conductor high impedance dipole has a shorting bar.

Has 2 braced cross arms; 2 heavy-duty mast clamps; "Line-Lok"; for black and white and color.

Price: Available in 3 models: No. 350, 7-element for deep fringe areas, \$54.95; No. 351, 5-element for near fringe areas, \$39.95; No. 352, 3-element for suburban areas, \$23.50. All models may be stacked. Presto's Operation Jack Rabbit will make your sales multiply...and multiply...and multiply with



PLUG IN Control-Moster so each appliance cooks by automatic appliance controlled heat.

DETACH Control-Master so each appliance washes under water, handles and all!

PRESTO ELECTRIC FRY PANS. Two convenient sizes, matching design, stick-proof surfaces, stay-cool feet. Perfect eggs and bacon every time!

\$10°5°

\$12°5°

PRESTO ELECTRIC GRIDDLE. Perfect pancakes, hamburgers, sausages right at the table. Jumbo 9 x 15" size. Slide-out drip tray catches fat for greaseless foods. A Presto exclusive!

\$1495



MILLION-DOLLAR AD PROGRAM

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You display the lowest prices in the industry because one Control-Master operates all these appliances!

Three new members join the Presto Control-Master family of appliances, and Operation Jack Rabbit doubles in customer appeal and repeat sales potential! Remember, once your customer owns a Control-Master, she saves \$6.95 on each appliance she adds. She'll be back again and again, because with the addition of new Control-Master Appliances, the Control-Master becomes an electric range in the palm of her hand.

A million-dollar ad campaign is pre-selling women on the new Control-Master concept. Your customers will be asking for these appliances; order them all and watch your sales multiply . . . and multiply . . . and multiply!

Presto Control-Master Appliances

National Prosto Industries, Inc., Eau Claire, Wisconsin, Makers of Presto Sectric
Doop-Fry Cookers, Steam Irons, Coffeemakers, Presto Cookers and Canners

*MANUFACTURER'S RECOMMENDED RETAIL OR FAIR TRADE PRICE, PED, TAX INCL.

NEW PRODUCTS

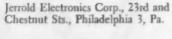


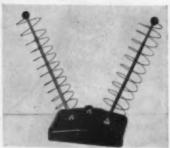
JFD Tuk-A-Tenna

JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.

Device: JFD Tuk-A-Tenna for indoor use in 4 models.

Selling Features: Designed to fold up out of sight behind set when not in use; can be attached easily behind any portable set; individual swivel ball-joints permit pivoting of dipoles in any direction; aluminum cover hides dipole elements when not in use. Models include TA 142, 3-section dipole less cover; TA 242, 3-section plus cover; TA 143, 4-section less cover and TA 243 4-section less cover and TA 243 4-section dipoles plus cover. Prices: From \$8.95 to \$12.95.





HI-LO Antennas

Hi-Lo TV Antenna Corp., 3540 N. Ravenswood Ave., Chicago, III.

Models: Telescoping antenna 505 and No. 404 indoor model.

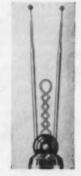
Selling Features: No. 505 spiral antenna covers channels 2 to 83; uses golden spiral design with telescoping dipoles; swivels on ball and socket in any direction plastic base; gold uprights.

No. 404 swivels on ball and

No. 404 swivels on ball and socket in any direction; swivel action plus spiral design; gold spirals, plastic base.

Prices: No. 505, \$14.95; No. 404,

\$12.95.



SNYDER Indoor Antenna

Snyder Mfg. Co., 316 S. 16th St., Philadelphia, Pa.

Device: "Slide Switch" indoor TV antenna.

Selling Features: Provides 6 positions and eliminates ghosts and snow; a criss-cross phasing element and 3-section staffs; bakelite ball house; aluminum phasing elements and staffs (No. 66A) polished brass (66B); suitable for black and white or color TV, FM, VHF and UHF. Price: \$3.45 aluminum; \$3.95 brass.

"Line-Out" is the name of a new high "Q" filter which electronically eliminates "venetian blinds" caused by co-channel interference. Attached to back of set and mounted into set by a simple plug-in installation. Model V-10 eliminates the 10 kc frequency; V-20, the 20 ks frequency interference. Made by



ALLIANCE TV Remote Control

Alliance Mfg. Co., Inc.,
Div. Consolidated Electronics Industries
Corp.,
Alliance, Ohio

Device: "It" TV remote control tuner.

Selling Features: Comes complete with all parts in self-display carton; installation by customer takes only 3 min.—no wires no tools needed; fits practically any make set, portable, can be used indoors or out; changes channels and tunes each channel, works up to 20 ft. away; fingertip pressure on channel selector and tuning bar switches stations; non-breakable black plastic case with gold trim; powered by a DC reversible motor which turns channel switch in either direction with slight fingertip pressure on control bar; current supplied by leakproof, longlife batteries.

1957 STATISTICAL and MARKETING ISSUE YOUR AD IN THIS NICE, NEW ISSUE is going to get DOG-EARED AND DINGY!

Our Statistical and Marketing Issue

always gets lots of hard use!

What happens to each year's January ELECTRICAL MERCHANDISING?

What makes a copy of this particular issue look so beat-up and marked-up?

We'll tell you!

As the authoritative "fact book" of the appliance-radio-TV Industry, our Statistical and Marketing Issue is read, re-read, referred to, reprinted and generally run ragged. It is, in fact, the Industry's Annual Report.

Why?

Because everyone in the appliance-radio-TV business needs and reads the business information found in this issue and nowhere else!

Your advertisement can get the same intense readership. You can build up your distribution fences. You can cut selling costs.

All by scheduling your advertisement in the January, 1957 Statistical Issue.

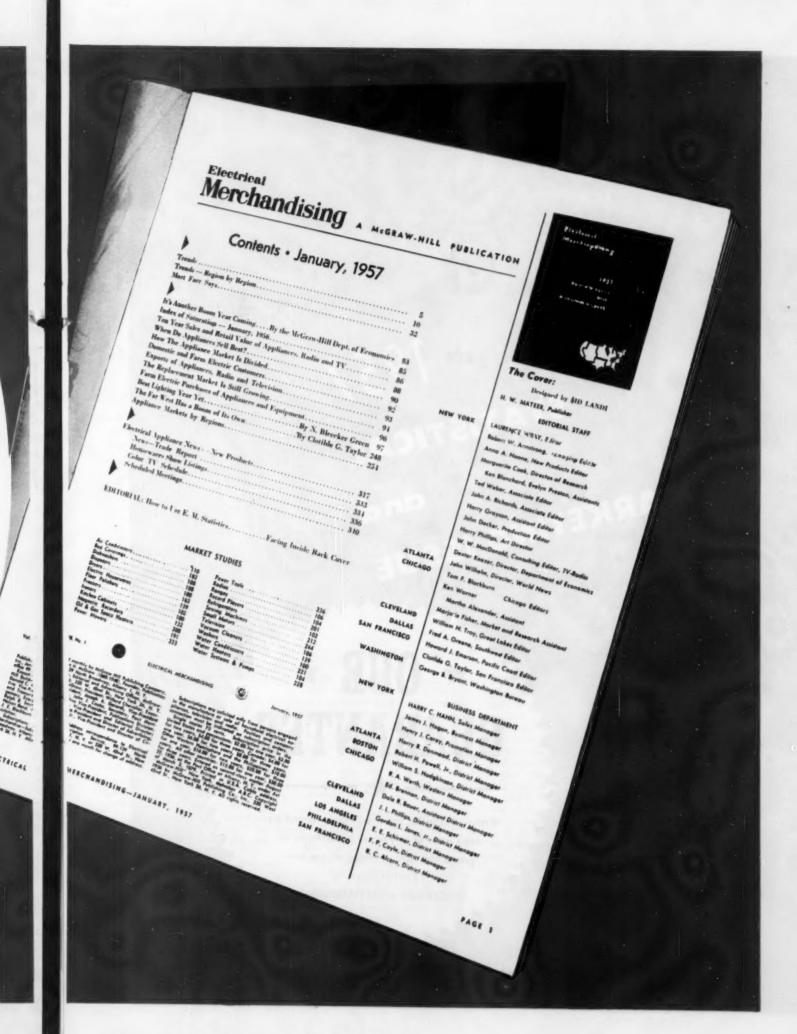
Mind you, we won't promise your ad will look neat and smooth and clean and flat . . . not after the months of thumbing through this Statistical and Marketing Issue always gets. Indeed . . . 40% will still be in use next September . . . after eight months of hard usage.

All we do promise is a big dollar's worth of reading and use! Make your space reservation now . . . copy to set closes December 1, complete plates, December, 5.

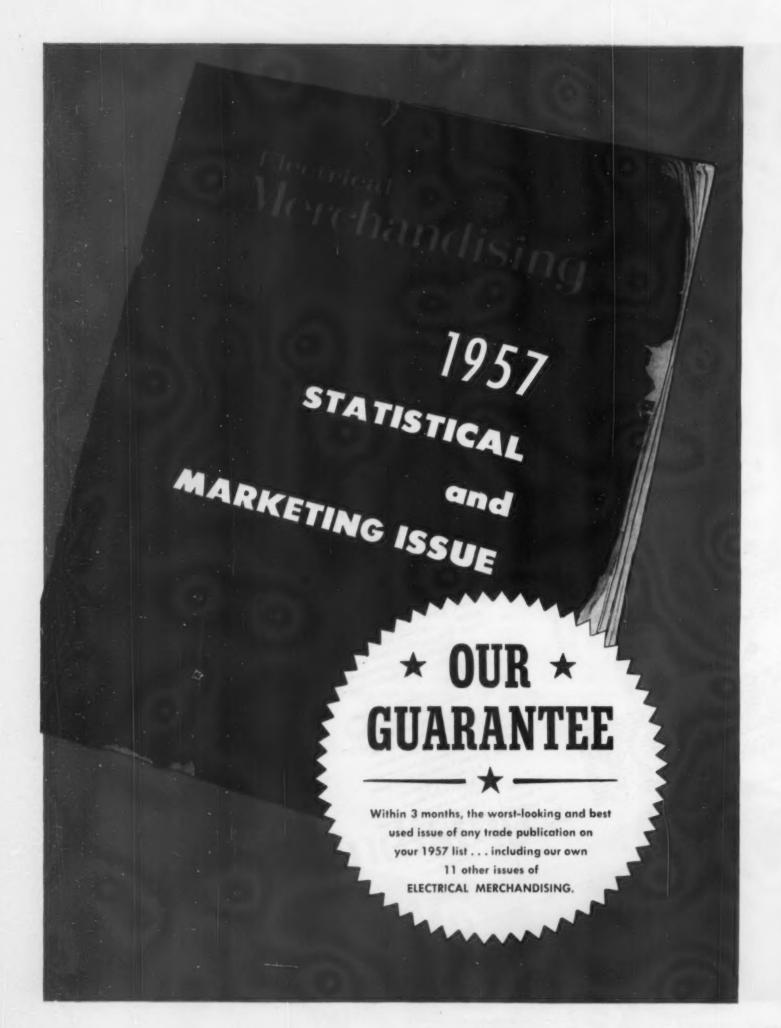
andising

A St. Consulated Publishers, 330 West 42nd Street, New York 36, N.Y.

Electrical Merchandising ALONE covers the market ALONE



TAICAL



TRADE REPORT

OCTOBER • 1956

Money is Tight

because

the Federal Reserve Board has hiked interest rates to prevent further inflation . . .

although credit is hard to get for some, appliance loans remain static . . .

appliance manufacturers see no drastic effect on purchases by consumers.

THE credit squeeze really began to hurt last month.

In town after town the signs were unmistakable that the Federal Reserve's tight money policy was beginning to take effect.

Interest rates were going up. Loans were being made on a selective basis. In some towns, long-term loans were virtually impossible to obtain. The housing industry was actually "hurting" for money.

In the appliance business, the \$64,000-question was still unanswered though-will tight money affect appliance financing?

But there were some good indications that, for the time being at least, the appliance dealer isn't going to feel the pinch nearly as much as other businessmen.

Long-Term Loans. The squeeze is apparently on higher-bracket loans, long-term, major-finance deals involving houses, business loans, and automobiles, etc. Banks and appliance credit companies report no change in the status of appliance loans. And, even if interest rates were to rise on them, many feel that it would make little or no difference to the consumer.

The appliance-TV industry has been affected only in as much as home owners' (and builders') loans are higher-rated and harder to get. The lower rate of sale for new homes naturally affects kitchen appliances and built-ins.

No Great Fear. At this point, it is apparent that most appliance manufacturers do not greatly fear that the tight credit situation will affect the sale of big ticket items.

It would seem that there is more

danger of the tightness of money striking at the manufacturing level. This might possibly curtail produc-

tion in the industry.

The background of the tight money situation is this:

To discourage possible inflation, the Federal Reserve Board has put the brakes on credit by raising dis-count rates twice since April. They are now set at 3 percent in most Federal Reserve Bank districts. This has been done to make commercial banks more cautious in their lending policies by making them pay more for the money they borrow from the Federal Reserve.

The effect has been that the general tightness of money is pinching banks. Many of them are telling customers that they can have what is needed for day-to-day operations, but are having to turn down loans for expansion and improvement.

In some fields, the length of loans has been shortened and interest rates have been hiked. Appliance credit men, however, are quick to point out that this has not been the case with appliance loans. They contend that appliance credit terms have remained static.

Bank Survey. A survey of banks reveals that installment money is still generally available. However, for some items, such as automobiles, the down payment may be larger and the time to pay reduced. Bankers also report that, despite

the tight money situation, business has apparently not been slowed. With the exception of the home building industry, which has slowed perceptibly, there are few signs of anyone else being hurt. Bankers emphasize that reputable borrowers can still obtain money and that it is the fly-by-night, or unsound, opera-tor who is suffering as a result of the credit caution.

Bankers also generally seem to agree that credit brakes are on enough and that the situation is not likely to worsen, at least not in the immediate future. Many point out that now is the period of really heavy borrowing (the seasonal rise in business traditionally starts with Labor Day and continues on through Christmas) and that the strain should ease after the first of the year.

Few Appliance Squeals. As yet, there have been relatively few squeals from appliance-TV manufacturers. If the credit situation becomes tighter or extends into a long How many clothes dryers will you sell today? How much will you net? If you don't like your own answers, take a look at the new Hamilton ad



on the opposite page – then think this over • Today, more Hamilton dryers are being sold than ever before in history. And, they're being sold more profitably than any dryer you can name. Why? Because Hamilton has the background to build a quality product, and the acceptance to market it successfully. Of all

major clothes dryer manufacturers, only Hamilton achieves volume sales without relying on "low-margin, no-margin" specials • Hamilton keeps its "most wanted" title through strong local promotion and powerful national ads like this one (now making full-color appearances in Saturday Evening Post, Better Homes and Gardens, American Home and Sunset) • Want to sell more clothes dryers, more profitably? You can do it now with Hamilton!

Hamilton

strongest exclusive laundry line going!

AUTOMATIC WASHERS . AUTOMATIC CLOTHES DRYERS . HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

there is only one automatic clothes dryer-

-backed by <u>eighteen years'</u>
<u>clothes drying experience</u>. That dryer is
the handsome, new Hamilton,
the <u>original</u> automatic clothes dryer.
Isn't this the dryer <u>you</u> want?



Series '300' automatic washer and dryer by Hamilton

You have a right to expect a lot from your new clothes dryer! And you won't be disappointed, if you'll keep this thought in mind-

Of all the dryers you might buy, only Hamilton gives you the benefit of more than 18 years' clothes drying experience. You get extra value features like gentle, speedy Carrier-Current Drying and wonderfully simple Touch-and-Go Controls only in the Hamilton. No wonder Hamilton has been the choice of more women, for more years, than any other clothes dryer made.

Today, Hamilton automatic washers and clothes dryers are making life a lot better for hundreds of thousands of families just like yours. Chances are, one of these happy Hamilton owners lives right in your block. Before you buy, why not ask her?

Hamilton

the name women know and trust

AUTOMATIC WASHERS - AUTOMATIC CLOTHES DRYERS - HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN



COFFEE MAKER

Fully Automatic Plus "Signalite" At a New Low Price

Yes. it's AUTOMATIC all the way-and beautifully fashioned in the modern streamlined mode. And it brews delightfully full-flavored coffee to please the most exacting taste.

Here are the leading features that make this newest "EMPIRE-MATIC" Coffee Maker so appealing, sales-



"EMPIRE-MATIC"

finished in deep, lustrous chrome. With Flavor Selector and Red "Signalite"

No. 1978 4-8 Cup

Ask About The New Automatic "Coffee-Quickie.

Makes a "cup for two-or two for you"-Automatically

No. 72 \$795*

*Prices slightly higher in West WRITE for complete information

Housewares of Enchantment

Specialists in Coffee Makers for Over a Third of a Century-

The METAL WARE Corporation TWO RIVERS, WIS.

period of time, it is hard to predict ust what the implications for this industry might be.

A representative sampling of manufacturers reports that, judging from present sales, seasonal increases and sales volume will be greater this year than last. Many report that they were not even aware of the credit squeeze until sometime in August.

Loans on new homes and building construction have suffered the most, but, excepting those who do a heavy business with builders, appliance manufacturers do not foresee immediate drastic implications.

The tight money situation, then, apparently has not yet affected the appliance-TV industry. Whether it is going to is still a matter of some conjecture.

COLOR TV

The network schedules of color television for the month of October include the following programs:

OCT. 1-5, 3-4 EDT, NBC-NBC Matinee Theater

OCT. 1, 7:30-7:45 EDT, NBC-The Golden Touch of Frankie Carle

OCT. 2, 8:30-9 EDT. NBC-Nogh's Ark

OCT. 2, 9:30-10 EDT, CBS-Red Skelton Show

OCT. 3, 8-9 EDT, CBS-Arthur Godfrey Show OCT. 3, 9-10 EDT, NBC-Kraft TV Theater

OCT. 4, 10-11 EDT, NBC-Lux Video Theater

OCT. 5, 8:30-9 EDT, NBC-Walter Winchell Show

OCT. 6, 9-10 EDT, NBC-The Chevy Show, Dinah Shore

OCT. 6, 8-9 EDT, NBC-Perry Como Show

OCT. 6, 9:30-11 EDT, CBS-Ford Star Jubilee

OCT. 7, 9-10 EDT, NBC-Goodyear TV Playhouse

OCT. 8-12, 3-4 EDT, NBC-NBC Matinee Theater

OCT. 8, 9:30-10:30 EDT, NBC-Robert Montgomery Presents

OCT. 9, 8:30-9 EDT, NBC-Noah's Ark

OCT. 9, 9:30-10 EDT, CBS-Red Skelton Show

OCT. 10, 8-9 EDT, CBS-Arthur Godfrey Show

OCT. 10, 9-10 EDT, NBC-Kraft TV Theater

OCT. 11, 10-11 EDT, NBC-Lux Video Theater

OCT. 12, 3:30-4 EDT, CBS-Bob Crosby Show

OCT. 12, 8:30-9 EDT, NBC-Walter Winchell Show

OCT. 13, 8-9 EDT, NBC-Perry Como Show

OCT. 14, 1-1:30 EDT, CBS-Heckle & Jeckle Show

OCT. 14, 9-10 EDT, NBC-Alcog Hour

OCT. 15-19, 3-4 EDT, NBC-NBC Matinee Theater

OCT. 15, 8-9:30 EDT, NBC-Producer's Showcase, "The Letter"

OCT. 16, 7:30-7:45 EDT, NBC-Jonathon Winters Show

OCT. 16, 8:30-9 EDT, NBC-Noah's Ark

OCT. 16, 9:30-10 EDT, CBS-Red Skelton Show

OCT. 17, 8-9 EDT, CBS-Arthur Godfrey Show OCT. 17, 9-10 EDT, NBC-Kraft TV Theater

OCT. 18, 10-11 EDT, NBC-Lux Video Theater

OCT. 19, 3:30-4 EDT, CBS-Bob Crosby Show

OCT. 19, 8:30-9 EDT, NBC-Walter Winchell Show

OCT. 20, 8-9 EDT, NBC-Perry Como Show OCT. 21, 1-1:30 EDT, CBS-Heckle & Jeckle Show

OCT. 21, 9-10 EDT, NBC-The Chevy Show, Bob Hope

OCT. 22-26, 3-4 EDT, NBC-NBC Matinee Theater OCT. 22, 9:30-10:30 EDT, NBC-Robert Montgomery Presents

OCT. 23, 8:30-9 EDT, NBC-Nogh's Ark

OCT. 23, 9:30-10 EDT, CBS-Red Skelton Show

OCT. 24, 8-9 EDT, CBS-Arthur Godfrey Show

OCT. 24, 9-10 EDT, NBC-Kraft TV Theater

OCT. 25, 10-11 EDT, NBC-Lux Video Theater

OCT. 26, 3:30-4 EDT, CBS-Bob Crosby Show

OCT. 26, 8:30-9 EDT, NBC-Walter Winchell Show

OCT. 27, 8-9 EDT, NBC-Perry Como Show

OCT. 27, 9-10:30 EDT, NBC-Spectacular, "Manhattan Towers"

OCT. 28, 1-1:30 EDT, CBS-Heckle & Jeckle Show

OCT. 28, 7:30-9 EDT, NBC-Hallmark Hall of Fame, "Born Yesterday"

OCT. 29-31, 3-4 EDT, NBC-NBC Matinee Theater

OCT. 29, 9:30-10:30 EDT, NBC-Robert Montgomery Presents

OCT. 30, 8:30-9 EDT, NBC-Noah's Ark

OCT. 31, 8-9 EDT, CBS-Arthur Godfrey Show

OCT. 31, 9-10 EDT, NBC-Kraft TV Theater

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WAITI THERE'S MODEL SEE OTHER SIDEL



MANUFACTURERS

Emerson '57 Line Bows In

Portable TV-Phonoradio catches dealers' attention; company also expands transistor radio line, presents versatile series of air conditioners

Emerson Radio & Phonograph Corp.'s big news for the coming year is its portable TV-Phonoradio, which can be operated from a car. According to Dorman D. Israel, executive vice president and general manager of the television-radio-phonograph division, the unprecedented demand for this item has compelled Emerson to expand its television receiver production.

"While we expected excellent consumer acceptance of this unique entertainment combination, we never anticipated that it would capture the imagination of the public to this extent," Israel told Emerson distributors recently. "We have been forced to revise our production schedules upwards to meet the demand."

This model, No. 1232, is a five-way combination that carries a list price of \$124. It receives television programs on an 8½ inch screen, as well as standard broadcast radio programs, and also provides facilities through a phono-jack for record playing. It can be operated from a car on battery power by plugging an inverter into the cigarette lighter. A fifth feature is an additional jack for plugging in an under-the-pillow attachment which permits listening in bed without disturbing anyone else.

1957 TV Line. The new 1957 Emerson line includes the Eldorado series, which consists of three 21-inch and two 24-inch receivers. Each of these features the "Futura" chassis, which it is claimed lasts longer and costs less to operate.

es

The De Luxe series, with list prices starting at \$158, includes six 21-inch receivers.

Three major items in the 1957 television line were introduced by Emerson prior to its distributor convention. One is the C-506, a de luxe color set with a 21-inch screen priced at \$678. In addition, there were two other portable TV receivers introduced—a 14-inch model at \$128 and a 17-inch model at \$138.

New Radios. In the line of radios, with the presentation of six transistor radios, including a six-transistor pocket radio priced at \$58, Emerson claims it has become the world's largest producer of transistor radios.

According to vice president Israel, "Emerson has always led the field in miniaturizing its products and it is only natural that we have assumed leadership in the produc-

tion of these new radio miracles incorporating tiny transistors."

The new Model 849 leads the company's 1957 transistor radio line. This model contains six transistors and is housed in a "Nevabreak" cabinet available in a variety of colors. The \$58 price includes the battery which has a life of one year. A large assortment of portable radios, clock radios, and table radios, ranging in price from \$18 to \$50 is also available.

Emerson's 1957 line of phonographs includes four portable models, two hi-fi models, and a hi-fi phonoradio. The hi-fi group ranges in price from \$108 to \$178, and from two to four speakers.

and from two to four speakers.

Air Conditioner Line. The 1957
Emerson-Quiet Kool air conditioner line produced by Emerson subsidiary Emerson-Quiet Kool Corp., includes 26 room air conditioner models in the De Luxe, Power Saver, Super Compact, Super Dynamic, and Thru-The-Wall series, as well as a full line of residential and commercial air conditioners.

Units are each available in a choice of five decorator colors. The consumer can also convert the De Luxe series models into: (1) a portable for normal windows; (2) a portable for deep sill applications; (3) a unit for casement windows of all types; (4) a flush mount unit with no outside braces; (5) an allinside unit or one in any of 15 mid-positions; (6) a thru-the-wall installation; (7) a transom mounting; (8) a tandem, side by side, or stacked mounting; (9) one with automatic timing, and (10) one for extra wide windows.

There is in addition, a one horsepower 115 volt unit which the company describes as "the answer for millions of people who need a 1 h.p. unit, but can't get 230 or 208 volt electricity."

Expansion Plans

Hallicrafters Co. in Chicago is taking steps to expand its private label division.

Harold C. Mattes has been elected vice president in charge of the company's private label division, according to an announcement by W. J. Halligan, president and board chairman.

In addition to Mattes, L. C. O'Brien, Allan Henry, Richard Marholz, and Melvin Moore are

A Mighty Mite_



BON GODDARD, ABC news commentator, televises Bob Whitehouse, ABC operations executive, with "sub-miniature" Grundig-Majestic television camera. The camera, made in West Germany and distributed here by Majestic International Corp., Chicago, is only four inches long and was used at the political conventions.

also joining Hallicrafters. These men, all of Raytheon, are coming to Hallicrafters following the recent purchase of their former company's television and radio tools, dies and other equipment from the Admiral Corp.

Corp.
O'Brien and Henry will assist
Mattes in expanding Hallicrafters'
private label business, while Marholz will be in charge of private
label design. Moore is to handle
field engineering.

Mattes was a pioneer in the manufacture of consumer radio and is well-known in the electronics industry. He co-founded Belmont Radio Corp. in 1928 and served as the company's first president. When Belmont merged with Raytheon in 1945, Mattes became vice president in charge of that company's contract manufacturing division. This year, he was elected president.

To Spark Bulbs

"The Nela Park Award" will be presented to six utility companies each year for outstanding success in lamp bulb activity by the General Electric Co. lamp division, according to E. D. Stryker, manager of utility sales.

The award, in the form of a plaque, will go to winners of a contest for the most successful, creative, and imaginative bulb sales campaigns among electric light and power companies," Stryker said.

There will be three groups of

There will be three groups of contestants with two categories in each group. The three groups are privately-owned electric service companies with over 100,000 cus-

tomers, privately-owned companies with fewer than 100,000 customers, and rural electric cooperatives and municipally operated electric service companies.

One category is for companies which retail lamp bulbs, and the other for companies which do no retailing but do promote lamp bulb sales through dealers.

The contest will close May 31, 1957, and entries should be sent to the Nela Park Award Committee, General Electric Lighting Institute, Nela Park, Cleveland 12, Ohio.

Filter, Features

A built-in automatic lint filter, an automatic infinite water level selector, a door that automatically opens when the wash is done, and a choice of three colors, besides white, are among the features of the new 1957 RCA Whirlpool home laundry appliance line.

According to Jack Sparks, general

According to Jack Sparks, general sales manager, the new RCA. Whirlpool laundry line consists of five automatic washers, five gas and four electric automatic clothes dryers, a semi-automatic wringer washer, a ten-pound capacity wringer washer, and an automatic ironer.

The new line, according to Sparks, combines styling advances with new functional fectures. New high console styling offers crisp, sharp lines to create the "architectural look" that complements modern kitchen cabinetry.

Imperial and Supreme automatic washers and dryers are available in pink, yellow, or green.

SELL FASTER WITH more and

CASH IN
ON THE ACCEPTANCE
of the Toastmaster name

BOOST SALES AND PROFITS
with this New Pre-Sold
Full-Margin Line



Powermatic 3-Slice Toaster \$39.50 retail



MODEL 1B16

Powermatic 2-Slice oaster \$27.50 retail

The enthusiastic response of distributors and retailers to the announcement of Toastmaster's six new appliances proves once again the value and acceptance of this famous-for-quality brand.

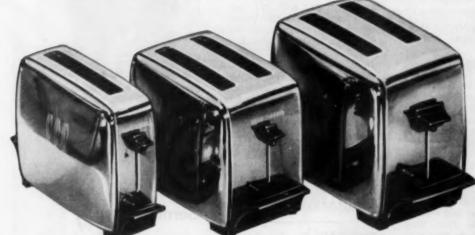
And now this value and acceptance is yours in a full line of Toastmaster products—with all the added profit that a full line gives.

Every appliance in the full line that you see here also gives you full profit margins.

And so your opportunities for sales and profits are larger than they ever were before on the famous Toastmaster line.

To cash in on these opportunities in the largest way possible, order early and be assured of preferred delivery.

TOASTMASTER



MODEL 1A6 Automatic Toaster \$15.95 retail

MODEL 1B21 Automatic Toaster \$19.95 retail

MODEL 1B22



TOASTMASTER

coast to coast and border to border

with these three star selling

personalities!

on NBCL

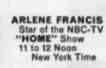
MODEL 4B1 Automatic Steam and Dry Iron \$15.95 retail

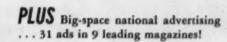




DAVE GARROWAY Star of the NBC-TV "TODAY" program 7 to 9 AM **New York Time**







MODEL 2D3

Automatic Grill and Waffle Baker \$32.50 retail



TOASTMASTER Automatic Appliances

CALL YOUR DISTRIBUTOR NOW-GET PREFERRED DELIVERY!

ELECTRICAL MERCHANDISING-OCTOBER, 1956

Add-On Refrigerators . . .

. . . are latest Westinghouse achievement; lightweight plastic and metal units can be cut to any size or shape, are refrigerated by a forced air system

Westinghouse Electric Corp. is busy creating obsolescense in refrigerators. The company is testing refrigerator cabinets that can be hung on the wall, fit under the counter, give from five to 25 feet of capacity, and serve cold water, ice cubes, or crushed ice. These new add-on units have been made possible through use of light-weight plastic that can be cut to any size or shape.

The cabinets, in modular sizes, are cooled by a forced air system and the temperature of individual cabinets can be controlled to make them either refrigerators or freezers. The air is forced from the cabinet housing the compressor through ducts into each of the

other compartments.

It's possible to have four or five different cold storage cabinets located at convenient places around the kitchen with the new system. It will even be possible to have access to some cabinets and ice cubes directly from the living room.

Because of the simple design, a young couple can buy a compressor unit and a five-foot refrigerator storage cabinet. Later, as the family's needs expand, they can add additional units up to 25 cubic feet. Westinghouse engineers have de-

signed the cabinets so they will be adaptable to apartments, new or remodeled homes.

Four Basic Cabinets. Four different basic cabinets and the compressor unit comprise the design in the prototype model made by Westinghouse. The compressor unit can be used in every combination with any one or more of each of the other four. Just 11 inches wide and counter height, this unit rests on the floor. There are two basic floor units, one five cubic feet and one nine.

There is a 6.5-cubic-foot transition unit with built-in duct work to rest atop any of the three floor pieces. The standard transition piece is a duct 30 inches wide, 16 inches high, and three inches deep. The basic wall cabinet is 30 inches wide and high and 14 inches deep, having 4.5 cubic feet of space.

Using the plastic material, "Thermo-Struct," which Westinghouse announced earlier this month, company engineers believe it will be possible to make units of almost any size and to fit any need.

almost any size and to fit any need.
John W. Craig, Westinghouse
vice president and general manager of the electric appliance divisions, says the plastic refrigerators
are "the first achievement the in-

dustry has seen which gives promise of so accelerating the rate of refrigerator obsolescence as to establish this as a complete new industry for all practical purposes. Now it will be almost as easy to make a special refrigerator as a special pair of shoes."

This fall, Westinghouse will also offer refrigerators with full square corners instead of curved edges and designed to blend neatly with standard wall and base cabinets for

In the field of electric ranges, the company offers the Westinghouse electronic oven and the new, improved electronic surface cooking unit on standard ranges. The electronic oven cooks foods of all types quickly through the use of microwaves, which are a kind of high-frequency radio energy.

Manufacturer Briefs

- Progress Mfg. Co., Inc., has contracted for the construction of a 235,000-square-foot manufacturing plant in Philadelphia. This will expand the company's production space in Philadelphia by 65 percent.
- The Sentinel Radio Co. has moved its service parts dept. from Evanston, Ill., to Fort Wayne, Ind., to furnish better service through a consolidated operation, shipping Magnavox and Spartan as well as Sentinel parts.
- Share owners of the General Electric Co. have increased in the past year at the rate of approximately 500 a week. The company reports a record of 361,231 share owners as of Aug. 23.
- Construction of a new 40,000square-foot building for servicing and storing refrigerator systems at Admiral Corp.'s appliance center in Galesburg, Ill., has been announced.
- Some 1500 Westinghouse distributor executives and their salesmen attended a national convention in Columbus, Ohio, during the week of Sept. 24.
- The Jefferson City Cabinet Co., newest division of The Magnavox Co., formally opened its doors late in August. This new building with an area of 100,000 square feet is situated on a 30-acre plot one mile east of Jefferson City, Tenn.
- Raymond Rosen Engineering Products, Inc., has changed its corporate name, effective immediately, to Tele-Dynamics, Inc.
- Initial reaction to its 1957 home laundry line, it is reported, has caused Bendix to schedule healthy production increases in early fall.

Tackles Sales



OTTO GRAHAM, former quarterback of the Cleveland Browns, is greeted by Motorola vice president S. R. Herkes on his arrival at the company's Franklin Park, Ill., plant. Graham has signed a contract with the company to make a series of personal appearances during the fall selling season.

German Imports

Kuba-Tonmobel-und Apparatebau, manufacturers of radio and phonograph combinations in Wolfenbuttel, Germany, plans to market its line in the U. S. for the first time. Working through Edelmuth & Co., 1192 East 40th Street, Cleveland, Ohio, the company claims to have over 50 percent of the phonograph market in Germany.

Units range from a radio-phonograph combination in a walnut cabinet priced at \$199.95 to a radio-phonograph-tape recorder-television combination, also in a walnut cabinet, at \$1095, according to Heinz Costavel, Kuba's export manager.

The company offers twenty models containing varying combinations and ranging from three to six loudspeakers. They come in highly-hand-polished cabinets designed to meet various styles of interior decoration. All sets, including those with television, are radio-phonograph combinations.

New Colors Due

Sylvania Electric Products, Inc., is continuing to develop its line of specialized, or decorator, home and commercial lighting.

Pointing out that the company had introduced its "Softlight" line in pearl-pink more than a year-anda-half ago, a Sylvania spokesman said that new types are under development and testing. It was noted that, before "Softlight" was introduced, intensive consumer studies were made among housewives across the nation to determine the needs of modern home lighting. These studies have continued and are continuing.

It was added that new types of colored light bulbs will be on the market before the end of the year.



PROPOSED Westinghouse add-on refrigerator and freezer units working off one refrigerating plant have a total capacity of 25 cubic feet . . .

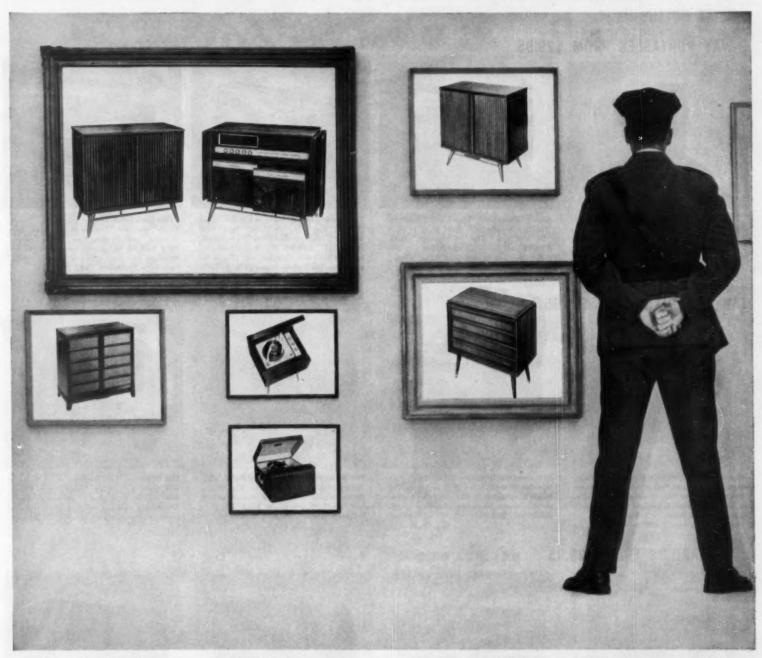


. . . but can be used as a minimum unit of five cubic feet capacity together with the element housing the refrigerating mechanism.

THIS CHRISTMAS-STOCK-UP, SELL-UP, CLEAN-UP WITH RCA VICTOR

YOU'VE GOT A TREASURE IN HI-FI "VICTROLAS"

Because more people want—and buy—RCA Victor than any other High Fidelity



Top row (i. to r.); The Mark I. Twin-console multi-speed "Victrola"-AM-FM radio-tope recorder, Natural walnut or mahagany finish (MFI) \$1600. The Mark II. 4-speed "Victrola"-AM-FM radio-tope recorder, Natural walnut. Traditional styling in cherry finish. Modern styling in fight rift ook finish or natural walnut. Traditional styling in mehagany finish (7-HF2) \$750.00. Center row (i. to r.); The Mark VI. "Victrola" consolette. Black mink, mehagany, Hight rift ook or maple finishes. Complete with hondsome brass legs (7HF5) \$139.95. The Mark IV. "Victrola". Maple (shown), mehagany or light rift ook finishes (7HF4) \$179.95. The Mark III. 4-speed "Victrola". AM-FM radio-tope recorder, Mehagany, mople or light rift ook finishes (7HFRI) \$395.00. Settems: The Mark VII. Portable "Victrola." In simulated leather (8HFFI) \$129.95.

Another New Sensation in Sound! Only RCA Victor Hi-Fi is designed for Stereophonic Sound for even greater profits

It's like owning a gold mine! New RCA Victor High Fidelity "Victrolas" are loaded with features to make selling easier. There are models with Panoramic Sound — 3 speakers that fill the room with rich, living sound! There are record changers that play 4 speeds... all have featherweight tone arms that are kind to records. You can even add Stereophonic Sound in seconds to the Mark IV, Mark VI and Mark VII. Each has a special stereo-jack that lets you plug in a "Victrola" Stereotape Player. Demonstrate the magnifi-

cent sound. It's a sales feature that just can't miss!

What's more, with RCA Victor's powerful campaign backing you, this is the perfect year to stage your own Hi-Fi Gold Rush! Contact your RCA Victor distributor right away!



Prices shown are for mahagany finish. All other finishes slightly higher except for Mark 1.

Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher in far West and South.

• RCA Trademark for record and tape players

AT EVERY PRICE LEVEL-RCA VICTOR SELLING

3-WAY PORTABLES FROM \$29.95



Lowest priced 3-way RCA Victor portable. Non-breakable "IMPAC" case guaranteed not to split, crack or chip in 5 years of normal use. "Golden Threat" tone. Flame red, twotone green or two-tone gray. The Shipmate. 78X5, \$29.95.



3-way pertable. "Wavefinder" antenna. "Golden Throat" tone. Gray, white or aqua "IMPAC" case. The Midshipman. 78X6. \$34.95. Not shown: as above, but with precion tuner—extra sensitivity. Aqua or gray. The Wanderlust. 78X7. \$39.95.



Transisterized pertable in non-breakable "IMPAC" case. "Golden Throat" tone. Two-tone gray, turquoise-and-white. The Winsome. Model 8BT7. \$39.95. Also in charcal-and-white or pink-and-white but with plug-in for earphone. The Stetson. Model 8BT8. \$44.95.



Extra-powerful 3-way portable. "Wavefinder" antenna. "Golden Throat" tone. Gray or aqua "IMPAC" case. New "Globe Trotter." 7BX8. \$49.95. Not shown: 3-way portable with standard and marine bands! Green "IMPAC" case. New Yachtsman. 7BX9. \$69.95.

TABLE MODELS FROM \$19.95



The Kerry. RCA Victor's lowest priced table radial Rich "Golden Threat" tane. New printed circuit for longer life. Three decorator colors to choose from: black, antique white or spruce green finishes. Model 6X5. \$10.95.



The Avalon, High-style table radio! Rich "Golden Throat" tone. Extra-large, built-in Magle Loop antenna Choice of three styleright colors: black, white or willow green. Model 6X7. \$24.95.



The Newcliffe. Twin speakers deliver magnificent "Golden Throat" tone. Easy tuning — dependable performance. Has phono-jack for "Victrola" attachment. Black, light gray, turquoise or ivory. Model 8X8. \$29.95.



The Glendon. Twin speakers flood the room with glorious "Goldon Throat" tone. Phono-jack permits easy plug-in of record player. Attractively styled in two-tone gray, two-tone green or black-and-gray. Model 6XD5. \$34.95.

CLOCK-RADIOS FROM \$29.95



The Reemmate. Lowest priced RCA Victor clock-radio. Wakes you to music or news. Large, easy-to-read clock face. Rich "Golden Throof" tone. Black, antique lvery or turquoise green. Model 6CS. \$29.93.



The Dreamer. Slumber switch automatically turns off programs at night. Radio turns itself on in the morning. Automatic buzzer for oversleepers. "Golden Throat" tone. Ivory or maroon. 7C6. \$34.95.



The Sentry. Has slumber switch . . . appliance switch . . . "Golden Throat" tone. Convenient slide-rule tuning. In turquoise-and-antique white, pink-and-antique white or antique white. Model BC7. \$39.95.



The Merriweather. It swivels I Turns to aim sound end clock in listener's direction. Slumber switch . . . "Golden Throat" tone. 2-tone gray, black-and-antique white, maple sugar-and-antique white. Model 8C8. \$42.95.

THIS CHRISTMAS-STOCK-UP, SELL-UP, CLEAN-UP WITH

FEATURES YOU CAN DEMONSTRATE ON THE FLOOR



Tiny and terrifict 6 transistors! So small you can carry it in your coat pocket. Guaranteed non-breakable "IMPAC" case. Room-filling "Golden Throat" tone. Earphone plug-in. Antique white with satin gold; gray with black. The Transistor Six. Model 88T9. \$65.00.



7 Transisters for terrific performancel Tremendous battery life! "Golden Throat" tone. A true quality performer with looks and ruggedness to match. In rich genuine russet leather. The Transistor Seven. Model 8BT10.



Powerful 7-band portable that picks up broadcasts from all over the world. Treble and bass tone controls. "Golden Throat" tone. Telescoping antenna, 3-way operation. Tan genuine leather case. The Strate-World II. Model 7BX10. \$139.95.



The Kentfield. The power of a champion! Receives distant stations. Has slide-rule precision tuning. Resonant "Golden Throat" tone. Phono-jack. In black-and-white or charcoal-and-pearl gray. Model 8X9. \$39.95.



The Lindsay. Superb AM-FM table radio. Twin-speaker "Golden Throat" tone. Extralarge, built-in Magic Loop antenna. Handsome ebony plastic cabinet accented with gold-finish trim. Model 6XF9. \$69.95.



The Livingston. Exceptionally powerful AM-FM radio! Fine 8-inch speaker. Velvety "Golden Throat" tone. Has phono-jack. The finest of RCA Victor table radios. Glosy mahogany wood finish. Model 6RF9. \$99.95.



The Prompter. Extra-powerful, extra-sensitive. Appliance switch, phono-jack. Velvety "Golden Throat" tone. Buzzer alarm for heavy sleepers. In two-toned pearl gray-and-ivory or black-and-beige. Model 4C671. \$49.95.



The Debanaire. Simplified controls with exclusive Rim-O-Matic Selector. Buzzer alarm, appliance outlet. Phono-jack for record player. Gold colored frame, black finish. Model 5C581. \$49.95.

RCA VICTOR BACKS YOUR SELLING WITH HARD-HITTING NATIONAL ADVERTISING PLUS THE GREATEST MERCHANDISING SUPPORT IN THE INDUSTRY!

Use these RCA Victor sales aids to help increase your profits:

Eye-catching in-store displays and racks • Colorful banners, streamers and merchandise cards • Salesstimulating direct mail pieces • Two-fisted co-op ads and commercials for radio and TV.

Contact your RCA Victor distributor for details right now!

PUSH-BUTTON TAPE RECORDERS FROM \$159.95



The Congressional. Records at 2 speeds (one for voice, one for music). Has rich "Golden Throat" tone. Neon bulbs for proper recording level. Adjustable tone control. Tan simulated leather carrying case. Model 7TR2. \$159.95.



The Judicial. Has all the features of The Congressional, plus: 3-speaker Panaramic Sound for true Hi-Fi. Voice-Music switch. Remote control unit. "Window Counter" to indicate amount of tape used, Gray simulated leather case. Model 7TR3. \$199.95.



The Legisletor, Hi-Fi tape recorder with fine furniture finish, 3-speaker Panaramic Sound, Voice-Music switch, Remate control unit. "Window Counter." Mahagany finish cabinet is mounted on wheels for room-to-room use. Model 7TRC1, \$279.95.

© RCA trademark for record players, Prices for portables less batteries. Suggest RCA batteries—radio-engineered for extra listening hours.

Manufacturer's nationally advertised list prices shown, subject to change. Slightly



THIS CHRISTMAS-STOCK-UP, SELL-UP, CLEAN-UP WITH RCA VICTOR

STEP UP SALES! PILE UP PROFITS! SELL-UP IS EASIER WITH NEW "VICTROLAS" BY RCA VICTOR



Multi-speed portable "Victrala." Carrying case in blue, tan or brown with tan. (7EMP2) \$29.95.



"Victrela" 45. Charcoal gray with coral, black with pearl gray, antique white with red. (7EY1) \$29.95.



"Victrola" 45. Same as 7EY1, but with extra-large speaker, extra power. 2-tone gray or 2-tone green. (7EY2) \$36.95.



"Victrale" 45 portable phonograph. Brown-and-tan or two-tone green. (6EY3) \$39.95.



"45" Slide-O-Metic Redio-"Victrole." Black with gray, antique white with turquoise. (6XY5). \$44.95.



Multi-speed portable "Victrola." Twin speakers. Two-tone gray, two-tone tan (7EMP1) \$44.95.



Deluxe Automatic 45 "Victrola." Marcon-and-buff, black-and-light gray. (BEY4) \$49.95.



Battery-operated radio-45 "Victrola." Plays anywherel White with red, black with gray. (6BY4) \$59.95.*



Automatic 4-speed pertable "Victrela." Twin speakers. 2-tone gray or 2-tone green. (7ES6) \$79.95.

At every price level, these NEW SENSATIONS IN SOUND have features your customers want!

The new "Victrola" line by RCA Victor lets you offer customers 45 rpm or multi-speed record players... with or without radios... portable or table models... anything they want!

Demonstrate the Fabulous "45." Load 14 records at a time — tell them it plays almost two whole hours of continuous music. Show them the new "Slide-O-Matic" — slip a record into the slot, flip the bar, and it plays! Let prospects see the new lightweight portable "Victrolas" — with handsome luggage-style cases.

And RCA Victor's hard-hitting national advertising helps you by doing the spadework in national magazines . . . on big radio and television shows. Stock up now . . . be ready to sell — and sell-up — with new "Victrolas" by RCA Victor!



Suggested nationally advertised list prices shown, subject to change. Slightly higher in for West and South. *Less batteries. ** RCA trademark for record players

For the finest in home entertainment, always suggest RCA Victor "New Orthephonic" High Fidelity recordings.

Necchi-Elna Goes "Full-Line"

Addition of lower-priced Spanish-made unit gives a full price range to the skyrocketing young sewing machine sales company

The Necchi-Elna Sewing Ma-nine Sales Corp. has gone "fullchine Sales Corp. has gone line" in the sewing machine field. With the addition of an imported Spanish-made machine called the "Miracle," Necchi-Elna now offers a line of sewing machines ranging in price from a low of \$59 to a

With the extension of the line to cover every sewing machine price range, Necchi-Elna has been able to extend its distribution beyond its 40 distributors and their dealers into many of the department stores of America. Department store interest in the new "Miracle" machines, which carry the Necchi-Elna label and guaran-tee, is extending beyond the inexpensive units on up to the more intricate and higher priced ma-chines, company officials say. The company is already selling one-third of the "Miracle" units in department stores

Necchi-Elna last year grossed \$60 million in retail sales in the United States with their imported cabinet units from Italy and portables from Switzerland (approximately 10 percent of this amount, however, came from the sale of parts and notions). The company expects to equal or better this fig-ure in 1956 with the help of the lower-priced Spanish units, according to company president Leon

Jolson. And Jolson has judged well

in the last eight years.

Low End Units. The "Miracle" units will be sold as the low end of the Necchi-Elna line, but dealers are being encouraged to promote their sale. These lower-priced machines will carry a full guarantee and a redemption certificate allowing the purchaser to trade in the unit any time during the first year for full value against a more expensive Necchi-Elna machine.

Necchi-Elna Sales Corp. has grown from a one-room store to a nation-wide sales organization since 1948 through the increasing demand for European-made sewing machines, according to company officials. Last year, it is claimed that Necchi-Elna sold over 17 percent of the nation's machines.

New Ampro Outlet

The Ampro tape recorder line and its Stylist 16mm sound projector will be marketed exclusively by Graflex, Inc., Rochester, N. Y., effective Sept. 1, it was announced

The recorders and projector are manufactured by the Ampro Corp., Chicago. Graflex and Ampro are subsidiaries of General Precision Equipment Corp., New York City.



MAYTAG president, Fred Maytag II, unveils the new "Highlander" washer and accompanying dryer with some capable assistance afforded by two tartan-clad misses at a New York showing.

Maytag's Budget Washer

"Highlander" model is unveiled in New York; company claims that it will more than double the Maytag washer market; matching electric, gas dryers available

The Maytag Co., Newton, Iowa, took a big step this month to cap ture its share of the mass market in automatic washers and dryers. The company announced the addition to its laundry line at a press showing in New York City of a new budget-priced automatic washing machine with several new fea-

Thus Maytag claims to have approximately doubled the market potential for its washing machines

with one big step.

The new washer, Model 123, is called the "Highlander" and was developed to appeal to the demands of budget-conscious young Americans without sacrificing quality found in top-of-the-line models, according to a Maytag spokesman.

The new model puts Maytag in

a price bracket never before served by the company's automatic washer line. A matching dryer, both in gas and electric models, will soon

be off the assembly line.

Prices. The new washer is priced at \$269.95 (or \$219.95 and trade). The accompanying electric dryer will sell for \$229.95 (\$199.95 plus trade) and the gas dryer for \$259.95

(\$209.95 plus trade). The Highlander is fully automatic with flexible controls. It can be stopped, restarted, or changed at any time during the washing cycle.

An exclusive feature of the washer, according to company officials, is its "swirlaway" draining action. It drains through the bottom of the stationary outer tub. During draining, the inner tub, or wash basket, spins.

This action provides bottom draining for positive removal of all heavy soil and sediment, while the spinning action of the inner tub prevents dirty water and detergent cum from straining through the

Added Feature. An added feature is the lid shut-off switch. When the washer's lid is raised to the fully open position, all action is shut off automatically.

Variable water level selections make its operation thrifty. A suds

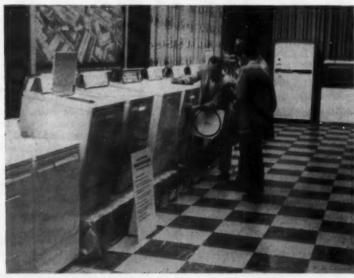
saver is optional.

According to Claire G. Ely, May-tag's general sales manager, "The Highlander will place Maytag in a highly competitive position in metropolitan markets. With this washer Maytag can appeal to 89 percent of the total automatic washer market-more than double our previous potential."

FTC-Emerson Duel

Emerson Radio & Phonograph Corp. denies the allegations of a formal complaint issued against them by the Federal Trade Commission, according to company president Benjamin Abrams. The FTC has charged Emerson with using false and misleading advertising to unfairly divert business from its competitors. The com-

Colorful Display.



COLOR LINE-UP of new RCA-Whirlpool laundry equipment gets its share of attention at RCA Distributing Corp. showrooms in Chicago at recent three-day showing. Colors available include white, green, yellow, and pink. Top models include "gentle action" choice for washing delicate fabrics.



Don't miss this profit opportunity!

Plan now to use Cadillac's co-operative newspaper advertising to tie in with our National Ad Program. Right now, while you're thinking about it, write us for

Cdillac ,

Vacuum Cleaner Division

full information.

CLEMENTS MFG. CO. 6650 S. Narragantett Ave

. . . Sold only through reliable distributors and dealers

plaint charges that Emerson represents certain of its radios as "transistor" radios while the fact remains that they are not.

Emerson, on the other hand, contends that the radios in question can be termed "transistor" radios in as much as they contain transistors in addition to the vacuum tubes that have roused the FTC's ire. Emerson claims that, legally and technically, a radio with some transistors is a "transistor" radio.

The commission also has charged that Emerson's transistor radios are not the smallest ever made, as advertised. Emerson rebutts that they were at the time they were advertised as such. The company also points out that the claim is now no longer made in its advertising, since the radios in question are no longer the smallest radios made.

According to the commission's charges, the challenged advertising has been used by Emerson in newspapers and magazines and in material supplied to dealers and distributors. Emerson is planning to file its answer about Oct. 1. An FTC hearing on the complaint is scheduled in New York City on Oct. 31.

Prices Go Up

Price increases on nearly every item in the appliance-TV industry continued to be announced by manufacturers. Reflecting the sudden spurt in the cost of living that has taken place in the past several weeks, the increases have been triggered by the rising prices of materials and services upon which the industry depends.

In a letter to the company's distributors, for instance, Robert W. Galvin, Motorola executive vice president recently announced the raising of suggested list prices on its portable television line as well as on 21 other television models. These rises were generally \$10 boosts. Some were as high as \$20.

Some were as high as \$20.

Kelvinator has announced distributor price increases from two to four percent on home freezers, wringer washers, refrigerator and range models.

Price increases of from six to 16 percent on a line of window fans have been announced by Viking Air Products of Cleveland, Ohio.

The Conlon-Moore Corp., Chicago, made an increase of approximately five percent in the factory price of its current line of wringer model home washing machines.

Price increases ranging from \$10 to \$30 on refrigerators, freezers, and electric ranges have been announced by Admiral Corp.

An upward revision of prices for most of the current line of RCA Victor black-and-white television receivers, averaging 3½ percent, has been announced.

gives you REAL action ... LONG PROFITS

Every Spartan instrument is thoroughly market-tested-Competitively

Easy Sell-Up-Features and prices step up together all the way.

Easiest by Far to Sell by Demonstration-Superior quality picture and sound is built-in . . . not just advertised.

True Value — Realistic prices, superb performance, fine furniture styling make it simple to sell True Value fast.

Generous Market Opportunity-Select Spartan Dealers get full territorial

No Price Cutting-Spartan prices are enforced-guarantees you long protected profit!

No "Annual Line" Dumping-New models are integrated gradually. No quick change-overs to leave you with "obsolete" inventory.

Greater Profit Margins-Larger Guaranteed markups.

Price-Protected Inventory - Your Spartan inventory is fully protected.

Transportation Prepaid-Spartan instruments are shipped to your door without extra cost to you-adds to your long profit margin.

SPARTAN TV as low as \$13990 HIGH FIDELITY RADIO-PHONOGRAPHS as low as \$7990







Traditional or modern stands, tables or bases reduce inventory, increase sales of "Lowboy" model

Full-transformer powered chassis with Keyed Automatic Gain Control for exceptional fringe-area performance . . . 24" diagonal measure aluminized tube with Sepiatone optic filter, slanted reflection barrier . . . 3-speaker extended-range sound system. The Riviera 24, in genuine mahogany, oak or cherry with traditional base, \$359.90 . . . with self-adjusting brass-ferruled tapered leg stand, \$339.90 . . . with smart accessory table, \$354.90 (all VHF).



Budget-Priced Console High Fidelity

High Fidelity
Heavy-duty 12" bass plus cosxial 5" high frequency speaker, 10-watt high fidelity amplifier, precision multi-speed intermix record changer, variable bass and treble controls. Acoustical cabinets in handrubbed mahogany, oak or cherry. The Symphony "210", in mahogany, \$149.90, With super-sensitive, drift-free AM-FM radio, \$198.90.

All-Transistor Pocket Portable

Weighs a mere 20 ounces, Weighs a mere 20 ounces, fits in pocket or purse, yet gives super-selective long-distance reception . . . finest tone quality . . . roomfilling volume for hundreds of hours on only one low-cost battery. The Playmate, \$64.90 with battery. (Optional accessories) Private earphone, leather carrying case.





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leading dealers are switching over to Opartan

THE SUPERB NEW

WIRE COLLECT... Sales Manager, Spartan Division of the Magnavox Company, Fort Wayne, Indiana AND BE SURE TO WRITE FOR YOUR COPY OF THE COMPLETE SPARTAN STORY,"Get the Big Difference in the Tune of Your Profits."

Small Business Loans . . .

. . . are available to those needing them through application to the Small Business Administration. Here are the details involved in obtaining one . . .

In view of the interest expressed by many appliance dealers in the possibility of obtaining government loans, Electrical Merchandising offers the following information:

The Small Business Administration has published some helpful information on applications for direct loans. Direct loans are loans made by the SBA without financial aid from private lending institutions or banks. These loans are made only after it has been established that the applicant has been refused by at least three private financial institutions. This is to assure that SBA is not entering into competition with these other financial sources.

The maximum loan to a single borrower by the SBA is \$250,000, but several small companies may merge into a single corporation and receive \$250,000 for each merging company. This money is issued for the purchase of supplies for the corporation.

The interest rates, as set by the SBA policy board, do not exceed 6 percent per annum. Interest is not deducted at the time the loan is made, but is payable when the loan or an installment of it is due. Interest is charged only on the actual amount borrowed and for the actual time the money is outstanding.

outstanding.

Regular Installments. SBA direct loans are repayable in regular installments, usually monthly, and including interest on the unpaid balance. The SBA determines the length of the term on direct loans, but no loan can extend beyond ten years.

Collateral requirements are dictated by the Small Business Act. This collateral must be of such character and amount that repayment of the loan will be assured. This assurance is determined through the performance of the management. Past and prospective earnings figure here. The most popular collateral items are: mortgage on store and equipment; assignment of warehouse receipts for marketable merchandise stored in satisfactory warehouses; or a mortgage on chattels.

Here is the procedure for applying for a loan from SBA:

SBA application forms No. 4 are obtainable at all local SBA field offices by phone or letter. Fill out the form and take it to the nearest local office. It is not necessary to go to the office, but it helps both the SBA and the applicant by enabling both parties to discuss the

particular problems of the applicant. The administration offers free counseling service for the solution of these problems.

tion of these problems.

Problems Discussed. Financial specialists are on hand to discuss all the problems encountered with application for a loan.

If the applicant's company could use financial reorganization, the specialist will talk to the applicant, go over special problems, and help him to work out a more satisfactory set-up. Another specialist can assist in the compilation of working capital needs by telling the applicant just what the SBA will accept in the way of working capital. Still another counselor will work with the applicant on a study of his particular needs in the way of expansion, if any is neces-

The normal processing period for the forms varies. Take into consideration the fact that there may be a number of applications pending in SBA's offices when the form is filed. It may take a short time to examine the information furnished and the elements required for fair and proper consideration of the application. Final action is taken in the SBA's offices in Washington, D. C. The whole procedure normally should not take more than two or three weeks.

To help SBA officials, it is wise to include the following items with the application (1) a brief statement regarding the need for the loan and justification of the proposed purposes; (2) detailed financial statements of owner, partners, or principal stockholders; and (3) applicants' earnings prospects and potentials.

Electronic Impact

New electronic developments now in the laboratory or just emerging—will have a decisive impact on American living, according to Walter W. Watts, executive vice-president of the Radio Corp of America.

Speaking to a group of Findlay, Ohio, civic leaders, Watts foresaw such devices as magnetic TV tape recording for replay at home of favorite television programs, electronic refrigeration and air conditioning, mural television and a variety of new devices for industry, medicine, and education.

As a result of these and other developments, Watts said that the electronics industry would increase its present sales volume over 50 percent by the next decade.

SCHEDULED MEETINGS

CANADIAN I.R.E. CONVENTION

Canadian National Exhibition Toronto, Ont. Oct. 1-3

NATIONAL ELECTRONICS CONFERENCE

12th Annual Conference Hotel Sherman Chicago, III. Oct. 1-3

EDISON ELECTRIC INSTITUTE

Area Development Committee Hotel Radisson Minneapolis, Minn. Oct. 3-5

CANADIAN ELECTRICAL MFRS. ASSN.

12th Annual Meeting Sheraton Brock Hotel Niagara Falls, Ont. Oct. 3-5

INTERNATIONAL ASSN.OF ELECTRICAL LEAGUES

1956 Conference Sheraton-Cadillac Hotel Detroit, Mich. Oct. 3-6

RADIO FALL MEETING

Hotel Syracuse Syracuse, N. Y. Oct. 15-17

AMERICAN GAS ASSN.

Annual Convention Atlantic City, N. J. Oct. 15-20

AIR CONDITIONING & REFRIGERATION INSTITUTE

Board of Directors Meeting Grand Hotel, Pt. Clear, Ala. Oct. 22-23

AIR CONDITIONING &

Product-Section Meetings New Orleans, La. Oct. 24-26

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Board of Governors' Fall Meeting Grand Hotel, Pt. Clear, Ala. Oct. 28-31

AMERICAN HOME LAUNDRY MFRS. ASSN.

10th National Conference Conrad Hilton Hotel, Chicago Nov. 1-2

1956 HIGH FIDELITY SHOW

Palmer House, Chicago Nov. 2-5

NATIONAL ELECTRICAL MFRS. ASSN.

Annual Meeting Traymore Hotel, Atlantic City, N. J. Nov. 12-16

NATIONAL WARM AIR HEATING & AIR CONDITION-ING ASSN.

Annual Convention Netherland Plaza, Cincinnati Nov. 27-30

"Escape" Latches . . .

. . . for refrigerators are signed into law, but committee finds that a problem remains—children sometimes stay too long or are too young to operate a catch

A Federal law to require safety "escape" latches on the inside of all refrigerator doors slipped by the last session of Congress almost unnoticed. Sponsored by Sen. Homer Capehart (R.-Ind.) and reflecting the public fear of small children locking themselves in discarded refrigerators after several such accidents resulted in suffocations, the bill was signed into law by President Eisenhower.

It gives the National Bureau of Standards a year to work out the mechanical details in cooperation with manufacturers. Actually, the bureau has had a joint committee with the National Electrical Manufacturers Assn. studying the problem for several months.

Complications. This study has uncovered a lot of complications to what seems, on its face, a fairly simple problem. For example, the

bureau-industry committee has just completed exhaustive psychological tests on children of varying age groups and discovered that the child will often make no attempt to escape if locked in accidentally. If he's playing hide-and-seek, for example, he may not move until it's too late. Or he may be too young to operate anything but a safety catch so simple it might open the door by itself and allow food to spoil.

These and other findings will be released by the committee in the next couple of months, together with its final recommendations which the Commerce Department will then put out for industry OK. Meanwhile, several makers have already installed safety devices and are making them a point of advertising copy.

The bureau-industry study, and

Soft touch for you

new Norelco Debutante gives the ladies "Powder-Puff" shaving, GIVES YOU A NICE PROFIT

Advertised on TV! Two Norelco spectaculars on the NBC-TV Network this Fall: "The Great War" (replacing the "Chevrolet Hour" on 167 stations October 16th to pick up the biggest and best-established station line-up on television today) and "Call to Freedom" (replacing the "Ford Theater" and the "Lux Theater" on 137 stations December 6th.). These 60-minute and 90-minute TV shows will reach a combined audience of some 60 million viewers-and tell those viewers about Norelco Shaver and the new Norelco Debutante!

Advertised in top magazines!

Full-page Norelco ads, some in full color, will appear in VOGUE, GLAMOUR, ESQUIRE, MADEMOISELLE, LIFE, LOOK, AMERICAN LEGION, TIME, COLLIER'S and SATURDAY EVENING POST. In addition, the Debutante will be featured in the regular pre-Christmas double-page spread for Norelco in LIFE.

Precision-made with features that sell!

- · shaves with the same Rotary Blade action that has made Norelco the largest-selling electric shaver in the world.
- · dual-purpose head grooms the in-curves of underarms and out-curves of legs with perfect comfort.
- · blades sharpen themselves, are always ready for use.
- lubricated for life, no bothersome service needed.
- · genuine self-starting brush motor.
- no skin-irritation, not even on sensitive underarms. You can use a deodorant right after shaving!
- safest, quietest, most ladylike razor made-easiest to clean.
- in beautiful aqua with matching cord.
- · a wonderful gift!

Priced to sell in Volume! Place your order with your distributor NOW! \$1750 retail



100 EAST 42nd STREET, NEW YORK 17, N. Y.

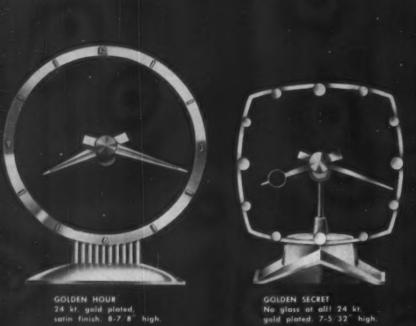




And for the men fastest-growing man's shaver in America today. Model SC7759. AC/DC. With travel case. \$24.95

get your share of

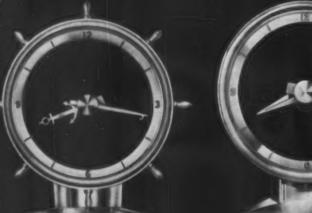
with Jefferson



GOLDEN SECRET No glass at all! 24 kt. gold plated. 7-5/32" h



CONTEMPORAIRE Hand rubbed woods solid brass. 12" wie





GOLDEN MINUTE



POPULarity MEANS DOLLARS FOR YOU!

Jefferson Electric Clocks have come to rank with America's favorite gift ideas . . . tops in clock appeal, and tops in dealer profits. During the Christmas buying season your customers will deplete your stocks in record time. Their only problem will be which clock to choose.

So don't be caught short at the height of the selling season. Be sure to order enough of every model from your distributor TODAY.



the gift clock market

Electric Clocks



Here comes the Jefferson *



AVALANCHE OF ADS

The most powerful advertising schedule in Jefferson history!

IN ALL THESE BIG-NAME MAGAZINES

LIFE, LOOK, THE POST-they're all there and they spell out one big thing for you -customers - more than ever before.

UNBELIEVABLE SALES GAINS

every year the sales of Jefferson clocks have zoomed higher, establishing new sales records for Jefferson dealers.

This year sales are running 25% ahead of '55 already, It promises to be another record breaker se hop on the band-





FULL PAGE ADS, MULTIPLE IN-SERTION ADS, FULL COLUMN ADS . . . all designed for maximum reader interest - and ACTION!

JUST THINK-108,146,785 READ-ERS . . . 108,146,785 SOLID PROS-PECTS. That means 2 out of every 3 adult Americans will see and be influenced by at least one Jefferson ad!

The Jefferson program is designed with YOU in mind. We've pulled out every stop this year to boost your sales and profits.

CONTACT YOUR WHOLESALER NOW!



JEFFERSON ELECTRIC CLOCKS

JEFFERSON ELECTRIC COMPANY . BELLWOOD, ILLINOIS

the new law, is concerned with new refrigerators for duration of their normal home use. states now have laws making it a criminal offense to abandon a discarded ice box or refrigerator without first removing its door. It was in abandoned units that a number of the children were locked in.

Meanwhile, Admiral Corp. has repeated its offer to license other manufacturers to use its exclusive Lifeguard refrigerator door release that permits the door to be opened from the inside. According to J. R. Oberly, vice president of the appliance division, the company originally made this offer several weeks ago in a letter to Rep. Kenneth A. Roberts of Alabama.

Electronics Talks

Twenty-four technical sessions and three luncheon addresses of general interest will highlight the 1956 National Electronics Confer-ence in Chicago, Oct. 1-3.

The tentative program for the 12th annual conference features approximately 100 papers on electronic research, development, and application, according to L. T. De

Vore, program chairman. More than 10,000 persons are expected to attend the three-day technical meeting and exhibition, having "Fifty Years of Progress Through Electronics" as its theme, at the Hotel Sherman.

Principal addresses will be de-livered by Dr. John P. Hagen, director of the "Vanguard" project at the Naval Research Laboratory, Washington; Dr. Frederick L. Hovde, president of Purdue University; and Dr. Herbert Scoville Jr., assistant director of the U.S. Central Intelligence Agency, Washington.

Hagen will discuss earth satellites and space travel and Scoville will compare U. S. and Russian technical education policies. Hovde's topic remains nounced. unan-

Accident Talks

Two sessions devoted exclusively to the problems of accident prevention in the electrical equipment industry will be held at the 44th National Safety Congress and Exposition in Chicago, Oct. 22-26.

The sessions, to be held on Wednesday and Thursday after-noons at the Conrad Hilton Hotel, will feature talks on solvents, the hazards of radio frequency energy and explosion-proof electrical equipment.

Speakers at the meeting will include J. B. Moore, president, John B. Moore Corp.; Leon W. Rustad, Westinghouse Electric Corp.; and G. M. Kintz of the U. S. Bureau of Mines.

RADIO-TV

National Television Week

As speakers, industry leaders stir activity at banquets, meetings throughout the U. S.; successful promotions are reported in key markets, smaller towns

National Television Week, which began Sept. 23, was celebrated by all segments of the industry across the nation. Joint sponsors of the observance were Radio-Electronics, Television Mfrs. Assn., the National Assn. of Radio & Television Broadcasters, and the National Appliance and Radio-TV Dealers Assn.

Many of the nation's key markets and a large number of smaller communities had successful promotions, according to A. W. Bernsohn, coordinator of local activities for National Television Week, as well as NARDA's managing direc-

Some of the activities around the

country included:
NARDA president, Don Gabbert, was the principal speaker at banquets in Phoenix and Bakersfield. In Phoenix, Gabbert was joined on the program by Frederick H. Hahn of Life Magazine, Harold Emerson of ELECTRICAL MERCHAN-DISING, and others. The same group appeared at Bakersfield.

In Milwaukee, the NARDA-Milwaukee organization co-sponsored a banquet earlier in the month. Herbert Riegelman, manager, telivision receiver division, General Electric Co., was the

principal speaker at the affair.
Virtually all retailers in the Muskegon area participated in a major

week's selling activity. A meeting there heard Robert Eckman, midwestern sales manager for Westing-

house television.

Atlanta's Dinkler-Plaza was jammed with over 400 industry people on Sept. 12. Speaker on the week there was Charles H. Lloyd, TV sales manager, Motorola Corp. Principal speaker at the banquet was W. A. MacDonough, vice president and merchandising manager, Crosley and Bendix.

Madison, Wisc., dealers and distributors took part in a kick-off brunch instead of a banquet on Sept. 16. Charles Belzer, assistant sales training director of Motorola, was the main speaker.

St. Louis will hold its banquet at the end of the week as a sort of celebration. speaker will be Wallace Johnson, vice president in charge of sales,

Admiral Corp.

Leo Durocher spoke at a luncheon in Los Angeles on Sept. 27.

The Electric League of Los Angeles produced 3000 window banners with the theme of "The Fabulous TV Fall."

Freg Ogilby, Philco vice presi-

dent, spoke in Seattle on Sept. 27. Other speakers included Gabbert, Emerson, Hahn, and Bernsohn.

The kick-off dinner in New Orleans was held Sept. 19. Harry Atkinson of RCA Victor was speaker. A new "second television set" promotion was started on that

San Diego's Bureau of Home Appliances included the Week in its schedule of activities at its annual fall conference Sept. 18. M. F. (Marty) Bennett of RCA Victor was the main television speaker. Forty-eight cartoon-type ads in the papers are planned to run through October and November.

Salt Lake City had its big event on Sept. 21. Al Robertson, mem-ber of NARDA's board of directors, was the main speaker.

Cincinnati is using the Week as the foundation for a special 1956 television-radio-phonograph promo-tion co-sponsored by the Cincinnati Post and the Cincinnati Gas & Electric Co., Sept. 5-Oct. 10.
In Tucson, local industry leaders

met at a breakfast meeting Sept.

Elsewhere in the country, similar plans and promotions were reported.

Critics as Judges

Newspaper and TV throughout the country will play a leading role in the 1956 Sylvania Television Awards "because the critics' participation last year, on a preliminary basis, contributed so greatly to the scope and objectivity of the awards," according to a Sylvania announcement.

Nearly 30 critics have become members of the Critics Panel, an integral part of the Committee of Judges. The panel is the first such organization in the industry's history, according to a joint announce-ment by Don G. Mitchell, chairman and president of Sylvania Electric Products, Inc., and Deems Taylor, composer and critic who again this year will serve as chairman of the awards committee.

The TV critics have been making nominations at quarterly intervals during the year. A representative of them will join with a group of prominent persons in making the final awards selections.

TV Travels Abroad

Reports from distant places indicate that television is here to stay. TV antennas are making an appearance in Australia and plans are well along to bring them to Norway and the Arab World.

Australia, it seems, is in the midst of a television boom. The country's first TV station, located in Sydney, has completed test operations and is now telecasting

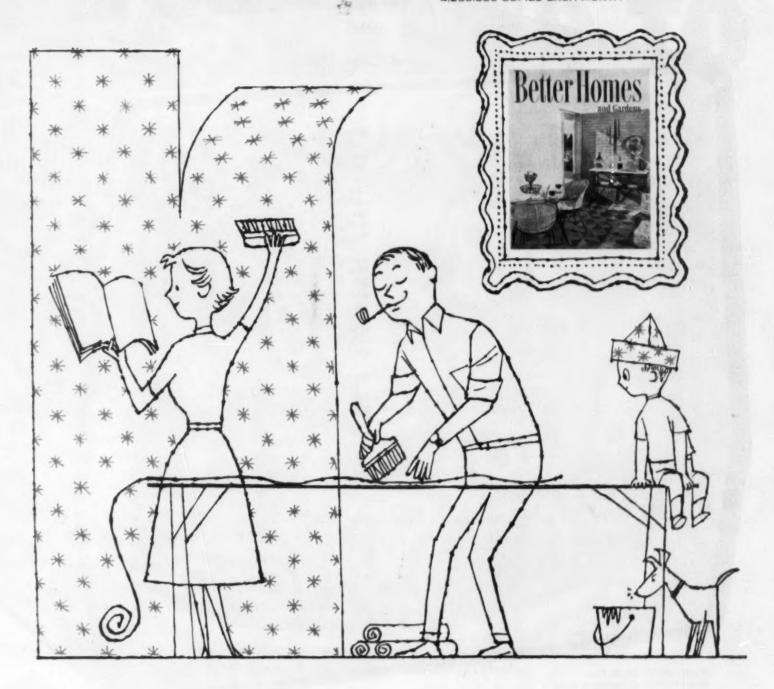
"Reaction" in Russia



ALEX DREIER, NBC radio and television commentator, demonstrates an Admiral sunpowered tubeless radio to a group of Russians in Moscow's Red Square. The Russian reaction to the solar energy-operated radio was "one of utter amazement."

15½ million* men and women "live by the book" ... and the book is Better Homes and Gardens

4.250.000 COPIES EACH MONTH



After reading an average issue of BH&G, 6,950,000 readers reported taking over 27 million actions—clipping, buying, doing! 15,500,000 men and women read an average issue of BH&G. One third of the 123,800,000 people 10 years of age and older in the U.S. read one or more of every 12 issues. That's 44,150,000 Better Homes & Gardens readers—and over 40% of them are men! Meredith Publishing Company, Des Moines 3, Iowa.

during the year...

1/3 of America
reads Better Homes & Gardens!

*A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956

New Westinghouse 14" Portable TV





More Style! Designed by Raymond Loewy Associates in exclusive "Taper-Trim" styling, a totally new concept of functional beauty.

Lightweight Aluminum Cabinet is easier to carry ...sets down even on fragile tables or bookshelves, Telescoping Antenna optional.

Herizontal "Silver Safeguard Chassis"! A Westinghouse quality-exclusive! Here's the only Portable TV with over 80 % Printed Circuit construction on one board. This means cooler, longer-lasting operation . . . amazing new freedom from service complaints.

Over 12KV Picture-Power plus exclusive "Push-Pull" video circuit (found in no other TV, portable or full-size)! Provide crispest, clearest whites . . . richest, deepest blacks. No weak, washed-out, fuzzy pictures!

Full Tube Complement! Nothing left out . . . uses same number of tubes as 21" and 24" sets.

90° Aluminized Picture Tube makes smaller, more compact cabinet possible. with 21" Console Performance...



POWERED TO PERFORM WHERE OTHERS



"Just 27 lbs.... with new 'smaller-than-all' look."

Top picture-performance even in suburban areas! Interference-free picture in difficult neighborhoods! Brilliant contrast for daylight viewing!

New Westinghouse Portable TV has features, power and performance-quality of fine, full-sized Consoles! Side-by-Side tests prove this superiority . . . give you a sales-clinching demonstration every time. And, this greatest-of-all business-builder is being announced to your customers this Fall with the biggest ad drive in Portable History. Westinghouse-sponsored Political Campaigns! Studio One Shows! Key City Newspaper ads! Dealer aids! It's all for you . . . cash-in with the 1957 Westinghouse Portable TV.

CALL YOUR DISTRIBUTOR NOW!

FAILY

Television-Radio Division, Metuchen, N. J.

WATCH WESTINGHOUSE WHERE BIG THINGS ARE HAPPENING FOR YOU!

ELECTRICAL MERCHANDISING-OCTOBER, 1956

PAGE 185

regular commercial programs. Two other TV stations in Sydney and three in Melbourne are in varying stages of construction.

Australia has made provision for an eventual 96 VHF stations and 50 UHF outlets. Four stations have been allocated to each of the larger cities and every town with a population over 5000 can have stations.

Norway has announced a plan for a network of television transmitters which would reach some 80 percent of the country's popula-tion by 1970, according to McGraw-Hill World News. The scheme, subject to the approval of Norway's Parliament, would cost about \$8,680,000. But, even with approval no regular television service could be in operation until 1960-61 at the earliest.

Various parts of the Arab world are investigating the possibility of television. Iraq is actually operating TV as an educational medium, while demonstrations are being held this year at Syria's Damascus Fair.

TV Briefs

- · ORRadio Industries, Inc., has received a sizeable order for its newly-developed "Videotape" from Columbia Broadcasting System's television division.
- · Hoffman Electronics Corp.'s radio division has just released a complete Service Guide covering all commercial products manufactured by the company from 1948 to May, 1956.
- · Quality television cabinets are now being manufactured at the television-radio plant of Westinghouse Electric Corp. The cabinets are made from sheet steel and
- A radically new type of cathoderay tube for radar, television, and other electronic display applications has been developed by Sylvania Electric Products, Inc., in cooperation with the Naval Research Laboratory.

Bracing for Storms

Key Carolina Power & Light Co. engineers took a refresher course recently on the company's "Hurricane Plan" for rapid mobilization when a tropical howler approaches. The plan sets up a chain of events

as soon as news comes that one of the fall storms is threatening the East Coast, says J. S. Bourne, CP&L's superintendent of lines.

Bourne explains that power lines largely are at the mercy of tremen-dous winds that topple trees on them. Both company linemen and private linemen as well as tree trimmers are organized to repair the damage as quickly as possible.



NATIONAL ELECTRICAL Women's Round Table, Inc's new officers are, left to right, Mary W. Held, treasurer, and Judith O'Flaherty, president, seated. Standing are Edith Rauch, new national board member; Betty Olson, vice president; and Marion E. Ryan, secretary.

Round Table Award

Electrical Women give first annual Julia Kiene Fellowship to Columbus, Ohio, wife and mother, who will use it to obtain home economics degree

The first annual Electrical Women's Round Table, Inc., Julia Kiene Fellowship has been awarded to Mrs. Mouries Miller Walch of to Mrs. Maurine Miller Welch of Columbus, Ohio, mother of two students, who returned to college last semester herself to obtain her Master's degree in home economics.

The fellowship of \$1000 is for use in post-graduate work leading toward a career in the electrical industry. The fellowship will enable

Mrs. Welch to obtain her degree next year. This past semester, she has successfully combined post-graduate work, work as graduate assistant in home economics, and the job of wife and mother.

New Electrical Women's Round Table officers have also been named. They are: Judith O'Flaherty, president; Betty Olson, vice president; Marion E. Ryan, secretary; and Mary W. Held, treasurer.

Fair Trade War

See-Saw campaign spotlights victories, defeats in Pennsylvania, New Mexico, and Colorado; injunction restrains Hess Bros. in Allentown

Fair Trade had its ups and downs last month. It was thrown out in Colorado, upheld in New Mexico, and given at least a temporary reprieve in Pennsylvania. Meanwhile, Westinghouse, reviewing what has happened in the year since the company abandoned Fair Trade, reported that its portable appliance sales have increased and that quitting Fair Trade may be "part of the reason" for the increase

The Supreme Court in Colorado dealt a death blow to that state's Fair Trade Act of 1937. The court held unconstitutional the "non-

signer clause" of the law, which required all persons to charge a certain price for an article, even though they had not signed an agreement with the manufacturer allowing him to fix the price. In New Mexico, a state court

upheld the constitutionality of that state's Fair Trade law.

Hess Bros. Battle. A Federal Court in Pennsylvania granted General Electric Co.'s petition for a preliminary injunction restraining Hess Bros., Inc., Allentown, Pa., from selling G-E products at less than Fair Trade prices.

The court's action was another

setback for Max M. Hess, Jr., president of the Hess corporation, in his fight against Fair Trade prac-

tices on pricing.

Meanwhile, S. J. Stephenson,
manager of Westinghouse Corp.'s
portable appliance division, indicated that the company won't re-turn to a policy of "fair-trading" its electric housewares.

'We have no desire to quarrel with the proponents of Fair Trade," Stephenson said. "We simply felt that under existing conditions the artificial restraints of Fair Trade did not work for us."

Stephenson emphasized, however, that the effect of stepped up merchandising and advertising activity was the major reason for the increase in the firm's portable ap-pliance sales. He conceded that abandonment of Fair Trade may have contributed "something" to

the increase in business.
Westinghouse abandoned Fair

Trade a year ago.

Finally, in view of the problems facing Fair Trade throughout the nation, the steering committee of the Bureau of Education on Fair Trade has voted to continue the bureau in operation and has authorized the development of a broad program designed to meet the present situation.

According to Dr. John W. Dargavel, bureau chairman and executive secretary of the National Assn. of Retail Druggists, the new program, with estimated costs, is to be submitted later this year.

Financial Briefs

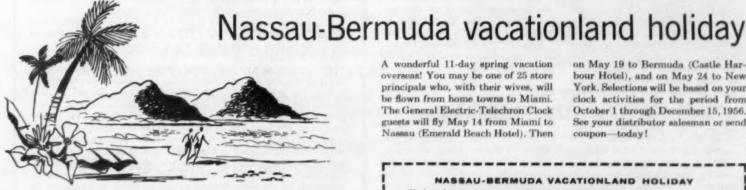
- · Estimated net consolidated profits for Zenith Radio Corp. and its subsidiaries for the six-month period ended June 30 amounted to \$2,530,824, or \$5.14 per share.
- Minnesota Mining & Mfg. Co. sales for the first six months of 1956 totaled \$154,495,586, a gain of 17 percent over the \$131,645,-501 for the same period of 1955.
- Cory Corp., and its subsidiaries, reports a 221 percent increase in sales. Sales for the first six-month period of 1956 were \$28,048,187 as compared to \$8,735,085 for the first six months of 1955.
- A loss after taxes of \$212,783 is reported by Florence Stove Co. for the 28 weeks ended July 14, 1956. This is compared to a profit after taxes of \$255,244 for the same period last year.
- Audio Devices, Inc., announces a net income of \$103,952 on sales of \$1,818,181 for the six months ended June 30.
- The semiannual report of The Silex Co. for the period ended June 30, 1956, reveals that net sales were \$5,350,063.

great new gift clock



Announcing DISTINCTION-a dramatic NEW G-E Telechron electric clock with alarm. A high-scorer in customer-appeal tests! A quality-styled gift of DISTINCTION, introduced to boost sales—and profits—during your best 1956 selling season. Be sure to be ready with this one—call your distributor salesman—today!

Model 7H243. Smart styling, with a flair. Solid brass case, brushed silver color panels. Top quality, top appearance-for living rooms and executive offices. At a profitable price: \$29.95°



GENERAL & ELECTRIC

* Manufacturer's recommended retail or fair trade price, plus applicable taxes.

A wonderful 11-day spring vacation overseas! You may be one of 25 store principals who, with their wives, will be flown from home towns to Miami. The General Electric-Telechron Clock guests will fly May 14 from Miami to Nassau (Emerald Beach Hotel). Then

on May 19 to Bermuda (Castle Harbour Hotel), and on May 24 to New York. Selections will be based on your clock activities for the period from October 1 through December 15, 1956. See your distributor salesman or send coupon-today!

| | Department, GENE ret, Ashland, Massa | | APANY |
|------------------|---|-----------------|----------|
| Please send me f | iull information and | requirements to | qualify. |
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| Name | | | |
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ASSOCIATIONS



WINNER-TO-BE Ida Buchman, cheerfully passes out advice to on-lookers at Electric Assn. contest as she takes her cake out of the baking pan.

Best Electric Cook

Chicago Electric Assn.'s second annual international electric cooking contest pits cooks from 21 national groups against each other, draws crowds for six weeks

A babel of languages and an air of cheerful competition occupied the usually-more-commercial premises of the Electric Living Institute in Chicago's Loop August 23. The final bake-off in a weeksleng contest was underway, with the best cooks from ten national groups electrically cooking their way toward \$1,000 in electrical appliances offered by the Electric Assn., which sponsors the event.

At ten electric ranges—all of different makes—lined up just inside the Institute's door, ten ladies in European and Oriental costumes went about the business of producing the best possible angel food cake. All except one were proven contestants, having cooked their way to this point, first with a national specialty and then with a lemon-meringue pie, over the competition of 250 starters. All represented church or national ladies, groups.

ladies' groups.

With the baking finished, three well-known Chicago chefs showed up to judge the results. They chose Mrs. Ida Buchman, representing the Swiss Ladies Chorus.

As a promotion for electric cooking, the Electric Association feels their contest is a success. Each of the contestants is bound to talk to her family and neighbors about the contest, and also at meetings of her church and ladies groups. In addition, the national and neighborhood slant of the contest, coupled with the winners' recipes,

garners space in Chicago's papers. For example, all four dailies showed up to get pictures of the winning cook at the close of the contest. A sound program of press releases gets space in the neighborhood papers. The contest stretches over six weeks, often gets a continuous play.

The Association contacts contest-

The Association contacts contestants through clubs and churches, and then runs a series of elimination contests, wherein each day a different nationality group cooks a national dish with which they are familiar. When these contests have all been run, all the "best cooks" cook against each other on an American dish in an elimination round. The ten survivors of this test meet finally to choose the "Best Cook of All Nations," again through baking a typically American dish.

Ad Budget Data

How to Budget Advertising for Bigger Volume, More Profits, a handy little 64-page volume to help retailers do a more effective job of planned advertising, has been issued by the Bureau of Advertising of the American Newspaper Publishers Assn., Inc.

In compiling the handbook, budget information was gathered on 53 different business lines. It has been mailed to 1000 newspapers.

BTU Defines Power

The Air Conditioning & Refrigeration Institute has succeeded in its long-time campaign to encourage the use of British Thermal Units (BTU) in air conditioning ads.

It is claimed that manufacturers of at least 90 percent of the nation's air conditioner production have agreed to the use of the ratings in the use of their promotion.

A BTU is the amount of cooling capacity needed to lower the temperature of a pound of water by I degree Fahrenheit (actually, according to the traditional definition, a BTU is the amount of heat needed to raise temperature).

Manufacturers are adopting a program of self-certification in which they are committed to advise the public of a standard cooling rating for each 1957 model.

The program, according to the ARI, does not mean every ad will include BTU ratings. But it will be made plain that the ratings can be obtained from dealers.

Some companies have declined to enter the program as far as national advertising is concerned, since it is noted that there is a margin of error in accurate measurement. Other spokesmen could not be reached for comment. But, by and large, the industry is ready to start dropping or sublimating terms such as "ton" and "horse-power" in favor of BTU.

NEMA Convention

Plans for the annual convention of the National Electrical Mfrs. Assn., which opens Nov. 12 in Atlantic City, N. J., will follow the policy established last year of providing a program of interest to representatives of all NEMA member companies whether or not their product section meetings coincide with the convention, according to Joseph F. Miller, NEMA's managing director.

aging director.

Miller said that the new convention policy, given a successful trial in 1955, resulted in attracting more company executives than has been the case at previous meetings.

More than 600 leading executives of electrical manufacturing companies from across the nation are expected to attend the 1956 convention which will feature two events of unusual interest to association members.

One will be a general membership luncheon on Tuesday, Nov. 13, at which the speaker will be one of the nation's top industrialists. The other event, a radical departure from all past NEMA convention programs, will be an all-professional show dramatizing NEMA's place in the industry, its relationship to the American family, and its many activities.

Association Briefs

• Radio - Electronics - Television Mfrs. Assn. reports retail sales of radio receivers in June were the highest for any June since this type of information has been made available. Retail radio sales in June, excluding auto sets, increased 48 percent over sales in May and nearly 75 percent over April.

• The American Home Laundry Mfrs. Assn. announces that factory sales of home laundry appliances for July, 1956, were the highest of any July in the industry's history, amounting to 501,290 units.

Same Price for Retailers

"Why should not retailers be given the same prices for comparable quantities that are given builders?" asks a letter directed to the Federal Trade Commission by A. W. Bernsohn, managing director of the National Appliance & Radio-TV Dealers Assn.

In a letter branding lower prices to builders as "immoral" and "illegal," Bernsohn requested FTC help in securing an answer to the problem from major appliance manufacturers.

Bernsohn said in part:

"This (the problem) is the common practice in the appliance industry of singling out one classification of appliance purchaser, the builder, for prices appreciably lower than those charged another classification, the dealer, for identical merchandise. This situation prevails throughout our field, even though members of the former group may purchase smaller quantities than the latter. It is aggravated further by the looseness of some of the manufacturers' policing methods. The result is that a great deal of merchandise sold at builder prices, ostensibly for use in new housing, finds its way into retail channels. This causes those dealers, buying from the agencies designated by the manufacturer to sell to them, to appear to be overcharging customers and to be placed at a serious competitive disadvantage."

Bernsohn also contends in the letter to the FTC that many a manufacturer and distributor would like to be freed "from the feeling that he must participate in an activity that is unfair to his most substantial customers."



For Your Most Successful Christmas Season Ever...



The SYLVANA TO

Win big CASH AWARDS in the IGLOO WINDOW CONTEST!

You win twice in this exciting contest—you can win big prizes and you can win increased store traffic and sales.

Call your Sylvania TV Distributor today for your FREE TRAFFIC-STOPPING WINDOW DISPLAY KIT

Get your FREE entry form and details on how you can win big money in the Sylvania Igloo Promotion Window Display Contest. Contest starts Nov. 1st.

FREE Igloo offer on "THE BUCCANEERS"
Nov. 10th, 24th and Dec. 1st

PLUS! Local newspaper advertising beginning week of Nov. 25th



This colorful new toy sensation is a low-cost give-away that kids can't resist. It's a test-proven Christmas premium . . . offer it FREE with the purchase of any Sylvania TV.

Watch Sylvania's exciting new television show featuring this attention-getting promotion.

Keep your eye on SYLVANIA

... fastest growing name in sight

PROMOTION



EXECUTIVE DIRECTOR John R. Doscher gives ohi report to Albert M. Cole, Housing and Home Finance Agency administrator.

ohi Eyes Future . . .

. . . and tells Federal Government of industry enthusiasm, basing directors' decision to continue the campaign into 1957 with bigger and better ideas

A series of ten meetings conducted recently by the staff of Operation Home Improvement has given major groups in the industry an up-to-the-minute report on progress of the campaign, as well as plans for the future. Climax of this series, according to ohi officials, was a report to the Federal Government, which last year asked private industry to launch "a concerted effort... to renew America's old but still sound houses."

John R. Doscher, ohi's executive director, presented to Albert M. Cole, Housing and Home Finance Agency administrator, "a report on home improvement year." The volume included wires and letters from manufacturers, dealers, lenders, editors, and others applauding the ohi drive.

In accepting the report, Cole reviewed his own interest in the campaign and said, "I have been quite pleased, quite satisfied, quite thrilled... with the results."

Board Decision. The decision of the ohi board of directors to continue the campaign into 1957 was based on industry opinion as expressed in the wires and letters. Industry spokesmen unanimously noted tangible increases in home improvement sales and expressed the belief that the sales curve could shoot up even more so with a continuation of the promotion.

tinuation of the promotion.

Since its public unveiling last
January, the ohi program has

spread into more than 1000 towns and cities all over the country. Many of them have reported results like these:

1) Building permits for remodeling up 11 to 156 percent over last year.



THE OH SEAL

2) Home improvement lending up 20 to 200 percent.3) Actual sales increases of as

3) Actual sales increases of as much as 85 percent for individual dealers.

The primary objective of the ohi staff in coming months will be to get community-level campaigns rolling in every city and town.

The basic tool in this effort will be the ohi Community Handbook, a 40-page document that details the suggested organization of local committees and a number of projects they can use to focus public attention on the campaign.

New Ideas. Jim Hoffer, newly-

appointed local-level manager for ohi, has plans to supplement the handbook immediately with additional ideas and suggestions gleaned from replies to a 25,000-questionnaire survey he is conducting.

Also in the works is an entirelynew ohi promotion kit for the use of all types of home improvement dealers, contractors, and lenders.

Far more comprehensive than the previous kit, it will include the Community Handbook, a book on time-payment selling, mats of the new ohi seal (with the new slogan, "Better Your Living"), radio and television materials, counter cards, posters, decals and stickers, a complete catalogue of ohi tie-in materials available from other sources, plus many other items.

The kit can be purchased for \$10 from ohi headquarters at 10 Rockefeller Plaza, New York 20, N. Y. Orders are being accepted now for delivery within two months.

N.Y. Ad Show

Thirty-four percent of all the nation's purchases of advertising and sales promotion materials and services take place in the New York area, according to estimates made by the Research Dept. of the New York Times in cooperation with Advertising Trades Institute, Inc., New York.

This was revealed by Institute chairman Thomas B. Noble when he announced plans for the fifth annual Advertising Essentials Show, "The Showcase of Advertising Progress." The show will be held in New York's Statler Hotel Nov. 19-21 and will feature the latest materials for advertising communication and sales promotion. Over 100 exhibitors will participate.

The New York area, Noble said, is the country's largest single market for promotional materials.

Store Face Lifting

The Store Modernization Institute of New York has published a Basic Guide for Store Modernization kit, a practical step-by-step guide to help store owners plan for modernization.

The Basic Guide shows the small store owner how to go about modernizing his store, who can do what for him, and even how he can do some things himself. It explains the complicated services, functions, and fees of the people with whom he might deal before the job is

The Basic Guide for Store Modernization may be ordered for \$10 from the Store Modernization Institute, 20 East 55th Street, New York 22, N. Y.

A "Cool" Kit-



THIS MISS demonstrates material from Viking Air Products' kit that will enable a dealer to win a trip to Bermuda. All the dealer has to do is submit the best idea on how to use the kit.

EEI Pushes Gifts

To remind everyone that electrical gifts are an ideal Christmas present, the Edison Electric Institute has announced its fall gift campaign, carrying the slogan, "Make it a Merry Christmas with Electrical Gifts."

Dealer display materials have been prepared by the EEI residential promotion committee, under the chairmanship of E. J. Hurley, Detroit Edison Co., with the assistance of the Public Utilities Advertising Assn. They include paper streamers, easel-backed counter cards, a Kleenstik, an easel-backed check list, a transparent acetate window display, and a clear acetate window piece, all packaged in a dealer display kit.

The window piece carries on it the "Live Better . . . Electrically"

the "Live Better . . . Electrically" symbol.

The display kit has been designed to help the utilities and their dealers have a coordinated

campaign to sell more small appliances by tying in with national material. Utilities are urged to organize campaign plans immediately and talk with distributors, dealers, and manufacturers' representatives in their areas.

The campaign period is November and December.

Presidents Speak

Hotpoint Co. offers a pre-election promotion featuring a 12-inch LP record on which can be heard the voices of the eleven presidents of the U. S. since 1896. Hotpoint dealers can elect to

Hotpoint dealers can elect to give the record to customers either on the basis of a trial demonstration of Hotpoint Hi-Vi TV or on the basis of a sale.

The record contains 42 minutes of history-making entertainment, according to Hotpoint officials, and would retail at \$5.95 were it available at record stores.

Snowed under with Orders!

They all want these Westclox for Christmas

another Westclox firstthe only clock with nonbreakable high-impact CYCOLAC* case!

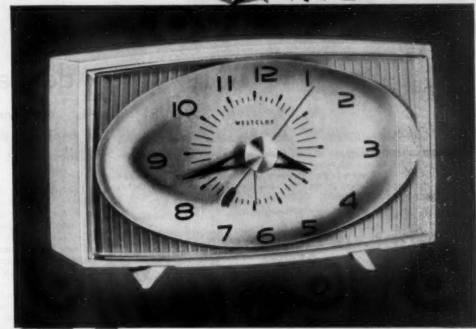
ELLSWORTH electric alarm

Smartly styled case can't crack, dent, chip or peel! This case is guaranteed against breakage for five years. Satin-finished metal dial. Shatter-proof crystal of Plexiglas. Insistent alarm. A natural for shoppers who pounce on the "new and different" gift.

Modern "Low-boy" style - 634" wide, 31/8" high No. 1042 Decorator Gray case with Red and Brass dial. No. 1043 Gleaming Black case with Pearl-white and Brass dial.

> Retails at \$8.95 (plus tax) Dealer cost \$5.88

*Reg. Trademark Borg Warner Corporation





Small and smart-only 3" square, 1" deep. Clock has gold-color raised numerals and frame. Shatter-proof crystal. Luminous dial. Genuine leather case comes in two colors:

> Retails at \$8.75 (plus tax) Dealer Cost \$6.13



dazzling new finishes in

SPICE electric wall clock! BRASS #1166

Added gift-appeal in this popular wall clock design. Extra styling news-Roman numerals and brass-finished sweep hand. 51/2" dial. Shatter-proof crystal.

Also new CHROME Spice-#1165

A sure stopper, with the gleam that looks like Christmas! Ideal for business gifts. Each Retails at \$5.95 (plus tax)

Dealer Cost \$3.91

5% quantity discount on 6 or more Westclox Electrics or 6 Lookout Timers.



another "sell-out" gift item... **NEW COPPER FINISH** lookout

portable timer #145

The perfect answer for that inexpensivelittle-gift problem! Same exclusive "Lookout" dial...same price as the other finishes.

> Retails at \$3.95 (No Federal Excise Tax) Dealer Cost \$2.77

Remember, more Westolox have been sold than any other timepieces. The sooner you order your Christmas stock the more you'll sell!

ESTCLOX...dependable as the day is long!





by the makers of BIG BEN . LASALLE-PERU, ILLINOIS



FEDDERS INVADES TIMES SQUARE with the second-largest running sign on Broadway (44 feet tall and 104 feet long). Fedders president Salvatore Giordano, left, discusses its construction with Douglas Leigh, "Broadway Sign King." To the left of the new Fedders sign is an invitation to the Dominican Republic, which Fedders dealers are heeding on masse this month.

Caribbean Holiday

Fedders dealers, 4500 strong, take over the Dominican Republic for nine weeks in seven-day shifts as a reward for selling air conditioners

Fedders Quigan Corp, is spending \$1.5 million for one of the biggest dealer outings ever. The company is sending some 4500 dealers and dependents on a full-week, expense-paid jaunt to the Dominican Republic as a reward for bigger and better air conditioner sales.

In many ways, it is a fantastic operation. For one thing, this Fedders sales incentive promotion constitutes the world's biggest commercial airlift. For another, it may boost the entire economy of the Dominican Republic. In any case, it is almost twice as big an operation as Fedders conducted last year when it sent 2500 dealers and wives to Jamaica.

Fedders' prize-winning dealers will spend their vacations at Ciudad Trujillo's brand-new, ultra-luxurious El Embajador Hotel where they will occupy all of the hotel's 310 rooms over a period of nine weeks. They will be housed in air-conditioned, terraced rooms, and wined and dined with three meals and a cocktail party each day.

cocktail party each day.

In addition, there will be tours of the nation's capital city and to San Cristobal in the neighboring mountains. There will also be daily fishing trips, as well as unlimited use of beaches, swimming pools, tennis courts, golf links, and other recreational facilities. Special entertainment will be provided during dinner, in addition to an aqua show, a barbecue, and a water show.

For all this, Fedders, in cooperation with its distributors, will foot the bill.

Fedders' president, Salvatore Giordano, will be on hand at least half a dozen times during the nine weeks of the operation. Giordano, in an effort to meet as many of the dealers as possible personally, will fly down on Wednesday evenings and return to New York on the following Sundays. In order to miss no one, Giordano also met dealers at the Fedders distributor meetings in New York last month.

Many Details. In planning for the mass airlift, Fedders has been careful to overlook no details. The first of the chartered Pan American planes took off Sept. 24, the last will go Nov. 19. A total of 59 round-trip flights will have originated from more than a score of cities throughout the United States by the time the airlift is com-

The promotion will span two important national events—Election Day and Thanksgiving. For the former, the company has circulated details for voting by absentee ballot and, for the latter, a complete Thanksgiving Day dinner is being planned in Ciudad Trujillo.

For the sports-minded, every fa-

For the sports-minded, every facility has been provided. Eight fishing boats have been hired to take deep sea anglers to the fishing grounds. Buses have been regularly scheduled to transport beachlovers from El Embajador to Hotel Humaco, about fifteen minutes

For those interested in souvenirs and other items that can be purchased more cheaply in a dutyfree situation. Fedders has arranged with the Dominion government to make available five "free port"

No passports or visas are required and Fedders will pay the bill for the head tax asked of tourists by the Dominican Republic. Smallpox shots are required by the United States government, however, for re-entry into this country.

To round out a perfect vacation, this is World's Fair Year in Ciudad Trujillo and all the facilities of the lavish exhibition will remain open through the time that Fedders' dealers will flood the town.

This, the seventh such Fedders trip, has been arranged with the complete cooperation of the Dominican government. Ciudad Trujillo is 5½ hours from New York City by plane.

Adequate Wiring Awards

Third annual Look Magazine competition is open to appliance dealers and distributors, contractors and utilities; Feb. 1 deadline announced

Look Magazine has announced that in 1957, for the third year in a row, it will present awards for outstanding accomplishment in promoting adequate wiring. In making the announcement, Dick Harmel, the magazine's merchandising manager, said that the winners of Look's 1957 Adequate Wiring Awards will be selected in a competition which is open to appliance dealers, appliance distributors, contractors, and utility companies.

The awards are presented annually at the Conference of the National Adequate Wiring Bureau. The 1957 conference will be held at the LaSalle Hotel in Chicago Feb. 28 and March 1.

In pointing out that the competition is open to all members of the electrical industry groups mentioned, whether located in small cities or large metropolitan areas, Harmel added that award winners of previous years have received both local and industry-wide recognition as a result of their Adequate Wiring citations by Look.

Four Categories. So that all contestants may have a fair opportunity, a separate award is to be given in each of the major electrical industry categories, according to Harmel.

These categories are: (1) appliance dealers who have promoted adequate wiring in selling to the multi-appliance home; (2) utility companies which have developed consumer acceptance of the need for adequate wiring; (3) electrical contractors who have promoted adequate wiring to customers needing new wiring or re-wiring; and (4) appliance distributors who have promoted adequate wiring to dealers, contractors, and utilities.

ers, contractors, and utilities.

In the case of utility companies, the contestants will be divided into two classifications—companies serving large communities with 250,000 or more meters, and

smaller companies with fewer than 250,000 meters. An identical award will be given in each utility classification.

Winners of the 1956 trophies included Philadelphia Electric Co., which received the utility award; John G. Webster Co., Washington, appliance dealer award; Roland Perron, Ltd., Montreal, contractor award; and Noland Co., Inc., which won the distributor award.

To be eligible for consideration in the 1957 Adequate Wiring Awards competition, dealers, distributors, contractors, and utilities must submit details and documentation to Look concerning their adequate wiring activities. Complete rules concerning the competition may be secured from Harmel at Look.

All entries must be postmarked not later than Feb. 1, 1957, and should be mailed to Adequate Wiring Competition, Look Magazine, 488 Madison Ave., New York 22, N. Y.



LOOK'S Merchandising Achievement Award for appliance dealers, electrical contractors, and appliance distributors winning top honors in magazine's Adequate Wiring Competition.



She's sold when she's told: Good Tousekeeping guarantees it"

Did you ever see a lady in a Grade-A Quandary? Here she is, studying appliances you know so well and she knows so slightly. She *can* be your very biggest customer, this

new young homemaker. She's buying a whole homeful of electrical appliances—and all for the very first time. That's the reason she turns to the top brands she has seen in Good Housekeeping, to products that have earned the Guaranty Seal.

She and 31,000,000* women like her are influenced by the Seal. They know it means your product has satisfied the technical experts in the Good Housekeeping Institute...

that it meets our requirements, our standards of quality, safety, performance. The famous Good Housekeeping Seal sells the consumer because it protects the consumer—your assurance of our readers' confidence in your product. • Says Crossley



Post Teams With Polk

Trying its first big-city "Electric Servants Fair," the Saturday Evening Post uses one retailer: Sol Polk, who plans to boost his sales 20 percent during the event

With \$25,000 in prizes and 24 full pages in metropolitan newspapers to spur public interest, the Polk Bros.—Saturday Evening Post "Electric Servants Fair" in Chicago, Sept. 11-Oct. 5, is planned to give Polk a chance to sell more appliances in the 25-day period than ever moved through a single outlet in that time.

Kicked off at Polk stores on Sept. 11, the promotion picked up consumer interest throughout the week by mentions on Polk's radio and TV spots, with the big consumer splash coming over the week end of Sept. 14-16. On that Friday, a four-page ad in the Chicago Daily News appeared and was repeated in the Sunday Tribune.

Polk is also throwing his weight into a direct-mail campaign, sending 300,000 brochures to customers in the Chicago area, timed to hit along with the big newspaper spreads. Following the first weekend, there will be continuing ads for three days, and then repeats each week end to keep the pot boiling.

The \$25,000 in prizes will be passed out to 1,089 lucky customers who fill out a coupon and drop it into a "Wishing Well" at either Polk location. Coupons were inserted in newspaper ads, the direct-mail brochures and passed out at either Polk store. Customers list their name and address, and also the answer to one question, "What appliance do you wish for most?"

At the end of the promotion, a mammoth drawing will be held, and prizes awarded, including such items as a General Electric Kitchen Center, a Hotpoint Holiday Kitchen, a complete living room, a



"WE'RE PUSHING WIRING TOO," Sol Polk points out. Polk says that poor wiring costs him business equalling 30 percent of his valume. There are at least three such "Wiring Plan" boards in the Polk store.

complete bedroom, an RCA Color TV set, and a long list of others, including examples of practically every brand name Polk carries. There will be 1,000 Saturday Evening Post Treasury books awarded.

ning Post Treasury books awarded.

Post Property. The Electric Servants Fair idea is a long-time property of the Saturday Evening Post, started at Van Wert, Ohio, in 1954. Since then, the Post has held 16 such promotions, always in small towns. The "formula" calls for the utilities to round up full cooperation from local dealers with the Post stepping in to provide coordination and "juice." The smalltown efforts have been successful. The most recent—in Port Huron, Mich., pop. 35,000—moved nine carloads of appliances in nine days.

For Polk's Fair, the role of the

For Polk's Fair, the role of the utility, Commonwealth Edison, is reduced to a sort of "limited sponsorship," including an opening day ad, and plenty of "Housepower" and "Live Better—Electrically" aids. And naturally, other dealers will not be participating

will not be participating.

Besides the idea, the Post is furnishing store decorations and signs for the three Polk stores, making plenty of use of their cartoon character "Hazel" for identity, helping pay the freight on the "opening gun" ads, and providing an art exhibit on display in the Polk stores all during the month, showing the work of Steve Dohanos, Post cover artist.

helping pay the freight on the "opening gun" ads, and providing an art exhibit on display in the Polk stores all during the month, showing the work of Steve Dohanos, Post cover artist.

"Hazel" will be on display all over the Polk stores. At previously announced times, one of the "Hazel" figures will be marked with a white carnation. The first Polk customer to spot the carnation will receive a merchandising prize. This device will be used all through the fair.

Special Contests. Simultaneously, Polk is running special contests and special compensations for his salesmen to provide a steppedup sales atmosphere from within as well as without. There is a continuing contest for the two months of September and October, with the top men in each of the ten Polk departments getting suitable cash rewards, plus a plaque from the Saturday Evening Post.

Bob Owings, Post assistant appliance merchandising manager, says a utility in another midwest metropolitan area has asked to test the Fair in their town next year, promising the cooperation of 100 retailers. Owings also stated that the Post's aim is to make this eventually a national affair.

"Most Beautiful Booth"_



BOB MITCHELL, General Electric representative, receives "Most Beautiful Booth" trophy at 1956 Houston, Tex., Gift & Housewares Show, from Nancy O'Neal, show hostess. Joe Margolin of Marlin Associates, a G-E distributor, looks on.

"Snowflake" Supplement

U. S. Steel's Christmas promotional campaign to include a twelve-page newspaper supplement to aid editors in preparing special sections

The United States Steel Co.'s 1956 "Operation Snowflake" (see ELECTRICAL MERCHANDISING'S Sept. issue) is proceeding apace. It includes a twelve-page newspaper supplement that is supplied to newspapers throughout the country.

Page one of this supplement consists of a full-page illustration suitable for the cover of a special White Christmas newspaper section. Copy at the bottom of the page states: "This page is designed for use of utilities, trade associations, or appliance distributors but can serve as an editorial introduction to a section." Boxes at the top of the page contain notes to editors and advertising managers.

Even-numbered pages are editorial "clip sheets" containing copy, photographs and cartoons prepared by professional newspaper people from material submitted by manufacturers and national associations, confirmed by the research departments of government agencies and universities.

Odd-Numbered Pages. The oddnumbered pages are dramatic displays of outstanding advertisements selected from the seven million lines of tie-in space which appeared in newspapers for "Operation Snowflake—1955."

The back page, headed, "Editors and advertising managers work together to build valuable pages,"

shows the way editorial and advertising matter were combined on the covers of special sections by four newspapers.

At the bottom of the page is a coupon for requesting "free of charge and without obligation" mats of all editorial feature illustrations, a mat of the cover page complete, and mats of all advertising illustrations, logotypes, and spots.

A unique feature of the supplement is a 1000-line advertisement (bottom of page five) prepared for and recommended by the American Gas Assn., and another 1000-line ad (bottom of page seven) prepared for and recommended by "Live Better . . . Electrically." Mats of these ads are included in the free newspaper kit.

Large Print Order. A print order of 27,000 was placed with Metro Associated Services, Inc. Metro is also making the mats for the free newspaper kit offered by "Operation Snowflake."

During the month of October, Weekly Newspaper Representatives will begin mailing supplements to their member publications urging them to participate in the campaign.

Mailing to daily papers began the week following Labor Day and Metro clients will receive an additional 4000 copies in October.

A word to wise dealers. ADVERTISED IN Forberware's big national campaign ORDER & FEATURE FARBERWARE NOW...

With fine Farberware Automatic Electric Appliances in STAINLESS STEEL.



AUTOMATIC ELECTRIC FRY PAN: Gleaming, "Chafing Dish" beauty. The only stainless steel fry pan with that wonderful aluminum-clad bottom for better cooking, easy cleaning. Completely immersible in water thanks to Farberware's "in-the-plug" heat control. 10½" \$26.95; 12" \$29.95 (Covers extra).



AUTOMATIC ELECTRIC COFFEEMAKER. World's fastest! Brews 2 cups in 2½ minutes, 12 cups in 10. Keeps coffee ready to serve. Easiest to clean. \$29.95 HOSTESS URNS: Perfect for social occasions large and small. 12 to 30 cups in only 12 to 24 minutes, \$49.95; 12 to 55 cups in 12 to 40 minutes, \$59.95.



NEW, STAINLESS STEEL DUTCH OVEN: A versatile, fully-automatic appliance. So wonderful for cooking: waterless, roasts, stews, soups, french frying, braising or as a chafing dish, casserole. Like all Farberware with the removable heat control it's designed for better cooking, easier cleaning. \$34.95.



FARBERWARE EXCLUSIVELY STAINLESS STEEL

S. W. FARBER, Inc., New York 54, N. Y. . Makers of Stainless Steel Cookware with that wonderful thick aluminum-clad bottom





ideal for moving:

• ranges • refrigerators, etc.

YEATS patented strap retent grips oppliances vise-tight without marring in

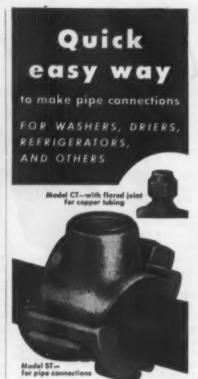
90 escends or less! This on-in-c-flowh
leading plus on-a-dime wheel pivoting
and light weight, aluminum alloy construction cave costly labor time on every
appliance delivery. You'll find a YEATS
dolly more than pays for itself. re than pays for itself.

YEATS "Everlast" COVERS & PADS





appliance dolly sales co.



SKINNER-SEAL SADDLE TEE-for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Labore

M. B. SKINNER CO. SOUTH BEND 21, INDIANA



Good service makes good customers

2918K M. 4th St., Phile. 33, Pa. Please send me prices on Wrapabouts and ranges | radios | air conditioners washers refrigerators FIRM NAME STREET_ CITY. _STATE_

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of waterrepellent canvas, thickly padded, and flannel lined—and they last for years.



WRAPABOUTS For Radio, HiFl, TV and Air Conditionar

On the Road



MOBILE CARAVAN, a traveling show room of built-in appliances, will bring samples of Preway, Inc.'s, built-in refrigerator-freezer to eastern distributors.

Dishwasher Derby ...

. . . is part of imaginative city-wide promotion of the sale of automatic electric dishwashers spearheaded by Cincinnati Gas & Electric Co.

For the second consecutive year, Cincinnati has held an overwhelmingly successful city-wide automatic electric dishwasher campaign, ac-cording to the Cincinnati Gas & Electric Co., which spearheaded the drive.

Edward W. Hodgetts, director of promotion, advertising, and publicity for the company, called the campaign "a great success" and "more terrific than any promotion we have ever had." He stated, "Dealers were sampling dishwashers who never before had them in stock, just to get in on this promo-

Theme of the promotion was "Make Every Meal a Party," with a dishwashing derby as the special attraction. In order to participate, contestants were required to present a Dishwashing Derby Entry Coupon clipped from the Cincin-nati Post. At the end of each day, the three fastest dishwashers received a set of dinnerware.

The utility estimated that a total of 850 people competed in the derby during the 15 days of derby activity. At the end of that time, the winners competed in the finals. The winner was declared "Dishwashing Champion of Cincinnati" and received \$250 in cash. Lobby Display. A highlight of

the promotion was the display in the lobby of The Cincinnati Gas Electric Co. Conventional sinks and automatic electric dishwashers were displayed to show the contrast of methods. Horse racing trophies and symbols established the derby theme. Health and beauty

advantages of automatic dishwashers were pointed up by a noted beauty authority giving makeup demonstrations on women selected from the audience.

All segments of the trade, as well as consumers, indicated their enthusiastic support of this promotion. The campaign was kicked off with a special eight-page supplement appearing on opening day in the Cincinnati Post, which also

sponsored the drive.

Dealers who displayed dishwashers received industry promotion material and a supply of coupon entry blanks which allowed their customers to participate in the Dishwashing Derby.

Better Results. It is expected that the results of this year's promotion will top last year's when Cincinnati distributors reported their sales to dealers during the four-week campaign period amounted to 25 to 50 percent of their average yearly business. Dealers reported that they had sold dishwashers to 8 percent of the prospective buyers, and expected to sell an additional 3 percent as a result of the promotion. About 40,000 people saw the 10,000 dishwasher demonstrations throughout the city last year. Nearly 100 dealers and 31 distributors participated.

In addition to the promotion held in Cincinnati the second time, automatic electric dishwasher campaigns are being spearheaded by approximately 70 electric light and power companies and local newspapers all over the country.



"govern" the government

Much as we revere and respect this system of ours, we don't want the government running our lives.

The best government is one that's closest to the people. And there's just one way to keep it under control.

Vote.

Every time you get a chance.

Vote November 6, for sure.

Vote to elect the ones you want representing you. To keep the ones who are doing you proud. To get rid of the ones who are not so hot.

You're the boss, however you vote. No matter who's elected, you pay their salaries and paint their offices and keep watching over them as they work.

Even if the ones you're "agin" happen to win, they're obligated to the minority, too. They're servants of *all* the people, not just those who you're for them.

Your vote prods, approves, protests, demands, restrains, rewards.

Vote—so you and your children after you always can.





See You at the POLLS!





COLE-SEWELL ENGINEERING CO

"Live Better, Be Happier"

American Weekly will push electrical living in a special Oct. 21 section slated to reach over 10 million homes across the country

On Sunday, Oct. 21, The American Weekly will publish a special editorial section devoted exclusively to electrical living. Planned in conjunction with the LIVE BETTER... ELECTRICALLY campaign, the multi-paged section will be called "Live Better, Be Happier."

The feature will show American

The feature will show American Weekly's 10 million-plus reader-families what they can do with the space they have and the wealth of electrical equipment available on the market to better their standard of living.

American Weekly claims to reach 34,423,000 consuming family members (10 million families). This sweeping mass exposure of how to "Live Better, Be Happier" (through the use of electrical appliances) could generate high voltage sales power for the electrical appliance industry. To spark sales at the local level, the publication is enlisting the cooperation of the local public utility companies in each of its 31 distributing areas to tie-in with the promotion. All advertisers will be supplied with tie-in materials.

The section will open with the

question, "Is Your Living Room Alive?" All the comforts and conveniences of a modern living room will be dramatized: air conditioner, combination radio and record player, television, home movies, decorative wall clock, indoor and outdoor illumination (with light control switches), and equipment for the preparation of snacks.

Four complete kitchens will be presented as proof that what was formerly an expensive concept is now available for the average householder. Designed by an architect—with strong emphasis on colored appliances—these kitchens will stress the efficient performance of kitchen duties by both conventional and built-in electrical equipment.

Other features will include a list of attractions soon to be available or presently limited, a check list of wires, wattage and care, which will carry a brief description of 17 electrical appliances, etc. Four sketches will show home owners how to get more and better use out of outdoor areas with the proper lighting of driveway, entranceway, patio, and garage.

Bigger, Better Promotions...

. . . are heralded by record advertising budgets, extended use of consumer and trade media, old and new ideas for sales incentive plans

Promotion budgets were big business in the appliance industry this fall as one manufacturer prepared to lay out \$20 million and others talked in comparable terms. A quick round-up shows that:

The 1957 advertising and promotional program of Whirlpool-Seeger Corp. "is presently budgeted at more than \$20 million for RCA Whirlpool major appliances," according to John Bricker, director of marketing. Commitments include 12 months of television programming on four major network shows.

The largest and most comprehensive advertising and sales promotion in the history of Emerson Radio & Phonograph Corp. has been scheduled for the ensuing year at a total cost in excess of \$8 million. The campaign will cover television receivers, radios, phonographs, and air conditioners.

Adding two new products to its line, Casco Products Corp. an-

nounces the biggest advertising and sales promotion campaign in its history this fall. An electric blanket in four new decorator colors with automatic heat control and a king-size portable electric griddle joined the Casco line. A powerful schedule of consumer and trade advertising is planned.

An extensive newspaper advertising campaign for its new superrinse 'all' detergent has been announced by Monsanto Chemical Co. in a series of eastern sales meetings. The product is being introduced in 24 eastern states.

An aggressive advertising campaign promoting its new line of "Custom Four Hundred" high fidelity phonographs, radio-phonograph combinations, and matched components, was launched by Stromberg-Carlson with a full-page display in the Sept. 22 issue of The Saturday Evening Post. This opening gun in the fall advertising campaign will be followed by a care-

OBBERS IN PRINCIPAL CITIES

fully-coordinated program that will make use of full pages in other national magazines in addition to Sunday supplement ads.

Drapery material designed around the new Motorola "M" insignia is being promoted by the company. The new material, in a beige and brown tone, is adaptable to a wide variety of applications: it can be used as a part of in-store displays, as a background in windows, or to add a decorator note within the store.

Westinghouse claims that sponsorship of the August radio and television coverage of the political conventions is paying off. Major appliance sales to dealers jumped 50 percent over the previous year's comparable period. The company is sponsoring on CBS the television and radio coverage of the conventions, a nine-week program of political debates preceding the election, and election night returns.

Landers, Frary & Clark announces that it will give without charge a Universal Mixablend to any retail sales person who sells 18 Universal Mixablends.

ORRadio Industries, Inc., has launched the biggest advertising program in its history. The program will utilize national publications, trade journals and, for the first time, FM radio in the campaign aimed at the mass market of tape recorder users.

A joint \$1-million three-month advertising campaign to promote use of Calgon water conditioner in 1957 Norge automatic washers started Sept. 10 in newspapers and national magazines. The schedule calls for ads in 57 key newspaper markets, 50 Sunday supplement sections, in addition to This Week, and 42 advertisements in 11 national magazines throughout the fall months.

Today's Wonders

Electrical and atomic wonders of today and tomorrow for home, industry, and the military were exhibited by Westinghouse Corp. at the Mid-America Jubilee on the St. Louis riverfront during September.

Westinghouse divided its exhibit between its forward-looking household appliances and models of heavy peace-time and military atomic-powered equipment.

atomic-powered equipment.

The home side of the exhibit was devoted mainly to Confection Color kitchens that were futuristic in design, but consisted of appliances now available. Each kitchen was treated differently, some using built-in equipment, others free-standing refrigerators, ranges and laundry equipment. They were designed to give the housewife ideas she could put into immediate use in her home and to be of practical use to the architect, contractor, and others in the home-building field.

A Cool \$1000 ·



BLUMBERG'S Department Store, Portsmouth, Va., submitted this entry to win the Fedders Grand National \$1000 prize for the most unusual window display. The contest was part of an over-all campaign aimed at securing window space and training salesmen.

Radar-Eye Corp.

H. E. Jones, chairman of the board of Radar-Eye Corp., Natick, Mass., announced recently that a substantial interest in the company has been sold to Dan Packard. Packard, who has resigned as vice president, senior marketing executive of McCann-Erickson, Inc., has been elected as a director and president of Radar-Eye. He continues to serve McCann-Erickson as a marketing consultant. Prior to 1955, Packard was with Kelvinator division of American Motors Corp.

Radar-Eye Corp. was recently organized to manufacture and sell a new radar protection device for business and home installation.

Packard states that distribution of this new product will be through franchised sales agencies in major cities and through appliance distributors and dealers in smaller markets. Franchise will be on a one-to-a-market basis.

The device, according to Packard is unique in that it is the first application of radar to business and home protection.

Packard also announced that A. S. "Al" Lawrence has been elected vice president in charge of sales in the new company. Lawrence also comes from Kelvinator division.

Earnings Up

Field salesmen for manufacturing companies increased their earnings by an average of 3½ percent last year, according to a new survey of sales compensation by the American Management Assn.

The study analyzes the compensation paid to more than 17,000 lines sales personnel in nearly 200 companies between the spring of 1955 and the spring of 1956. Positions included are those of sales trainees, three grades of salesmen, sales supervisors, and district and regional sales managers.

Total compensation of the 14,093 salesmen covered in the survey shows considerable variation, based on such factors as level of responsibility and the market served. However, more than three-quarters of them earned between \$5,000 and \$15,000 last year.

At or near the bottom of this range are likely to be found salesmen in such categories as that of beginning salesman for a food company; the experienced salesman for a company that manufactures diesel locomotives is an example of the type ordinarily found at the top of the range.

Sales Film

A full-color movie, "The House with the Built-in Sale," was announced recently as the latest Republic Steel Kitchens "salesman" in the new construction field.

The 23-minute film is aimed at home builders, contractors, architects, building supply dealers, real estate boards, and interior decorators.

The new movie outlines Republic's national advertising program, designed to pre-sell the housewife on the desirability of Republic Steel Kitchens.

The film is available to Republic distributors through E. E. Bang, advertising and sales promotion manager for Republic Steel Corp.'s Berger division, and Herbert Steinkamp, builder sales manager for Republic Steel Kitchens.

PEOPLE

Cyrus Barnes, 70

Cyrus Barnes, 70, for many years a figure in the electrical utility merchandising field in New England, died at Nantucket, Mass., recently. He was general sales manager with the former Tenney management group and later was merchandising executive with the New England Electric System.

Ad Executive



DAVID J. HOPKINS, who resigned recently as director of sales for CBS-Columbia, has been named vice-president and a general executive for McCann-Erickson, Inc. Prior to his association with CBS-Columbia, Hopkins was director of sales and advertising for the Emerson Radio & Phonograph Corp.

Paul Dettling

Paul O. Dettling, veteran General Electric appliance dealer, passed away at his home in Jackson, Mich., Sept. 9. Dettling, of Dettling & Co., Jackson, was a former National Appliance, Radio & TV Dealers Assn. director.

James A. Frye, 60



JAMES A. FRYE, 60, former general merchandise manager of the Radio-Television division at Stromberg-Carlson, died in Ft. Lauderdale, Fla., recently.



JOHN R. MILLER

Youngstown Kitchens Div., American Standard-John R. Miller has been named manager of appliance sales. Miller is the former manager of kitchen products for the plumbing and heeting division of American Standard.



MORTON M. SCHWARTZ

Olympic Radio and Television-Morton M. Schwartz has been appointed vice president in charge of sales following the resignation of Herbert Kabat. Schwartz has been president of Olympic's factory dis-tributing branch, Olympic of Chicago, Inc., for the past three years.

Spartan Div., Magnavox Corp.— Verne Roberts has been appointed sales manager. Roberts comes to Spartan from Raytheon where he served as manager of radio.

Quicfrez, Inc.—Recent regional managerial appointments include Paul G. Denslow named for the southeast; G. J. Papouschek as northeastern manager, and G. R. Mohr, as midwest regional man-



Setchell-Carlson, Inc.-W. C. Mc-Knight has been named advertising manager.

NEW POSITIONS



H. W. SCHAEFER

Philco Corp.-Harold W. Schaefer has been named vice president and general manager of Philco's appli-ance division. An additional execu-

PAUL McLAUGHLIN

JACK PLANO

Admiral Corp.-Jack Plano has been appointed sales manager of the corporation's range division. Plano succeeds Jack H. Zink in

Cory Corp.-Richard H. Russell has been named territorial manager

for the corporation throughout

the seven state New England area. Milton H. Otte, Jr., takes over with a like title for the central

Aviation Corp.

this post.

south territory.



tive appointment is that of Larry F. Hardy as vice president in charge of the corporation's consumer products division.



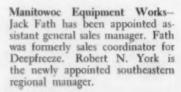
C. R. BURKHART

Calcinator Corp.—Paul McLaughlin Geneva Kitchens-C. R. Burkhart has been appointed vice president in charge of sales. McLaughlin had has been appointed vice president and general manager to succeed been associated with the TV broad-O'Connor named president of the Howell Co. Both companies are divisions of Acme Steel Co. cast receiver division of Bendix



CLIFFORD C. MENDLER

Sunbeam Corp.—Clifford C. Mendler, general manager of the appliance division, has been elected a vice president of the corporation.





JAMES W. RILEY

Deering Air Conditioning Co.— James W. Riley has been elected president of the company. Riley, a former national sales manager for Avco Mfg. Co., succeeds Tom Deering in the presidency.



WILLIAM T. REEDY

Packard-Bell Co. - William T. Reedy has been named director of advertising and sales promotion. Reedy was named to fill the posi-tion following the promotion of Robert H. Thompson to sales manager.

Norge-Roland H. Martin has been named district manager with responsibility for sales in four northwestern cities: Billings, Mont.; Portland, Ore.; Seattle and Spo-kane, Wash.

Rival Mfg. Co.-Stuart L. Goldstein and T. R. Graham have been named regional managers. Gold-stein will be in charge of the Chicago region and Graham will supervise the Kansas City area.



C. E. CARTWRIGHT, JR.

Beauty-Queen Div., Toledo Desk and Fixture Co.-Charles E. Cartwright, Jr., has been named adver-tising and sales promotion man-

NEW POSITIONS

Granco Products, Inc.—Territorial appointments recently announced include the following. Harold Osmun as regional manager for sections of New York, New Jersey and Pennsylvania; Gene Walter, regional manager, southwestern territory; Fred Slater, regional manager, New England; and Bill Hilton as regional manager for the midwestern area.

Hotpoint Co.—The following have been named to district managerial posts. Mitchell M. Werwa, Los Angeles; F. G. Abrams, Cleveland; H. B. Avery, Charlotte, N. C.; H. T. Presley, Dallas, Tex.; P. E. Sullivan, Boston, Mass.; M. J. Toohill, Chicago, Ill.; J. L. Miller, Pittsburgh, Pa.; D. F. Johnston, Atlanta, Ga.; W. H. Geddes, Cincinnati, O.; B. C. Furey, San Francisco, Cal.; H. E. Delp, Kansas City. All are associated with the television receiver department.

Stewart Industries, Inc.—Robert F. Vogler has been named general sales manager and general manager. William A. Carey has been appointed assistant sales manager.

Viking Air Products—W. Benjamin Eckenhoff has been appointed eastern divisional sales manager. Also appointed, as district sales managers, within the eastern division are Bernard Trautman, Philadelphia; Richard Belcher, Ipswich, Mass.; and David J. Ahern, Long Island, N. Y.

Servel, Inc.—Paul R. Kennedy has been promoted to the newly created position of assistant sales manager of the home appliance division. Kennedy was formerly southern regional manager in Atlanta, Ga.

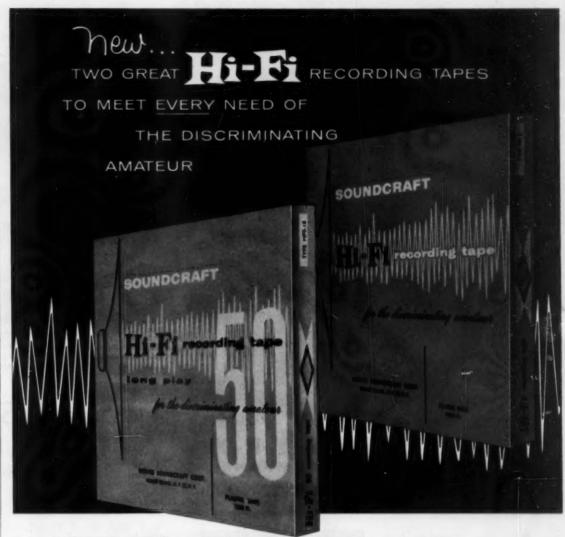
Hamilton Beach Co.—Herman E. Thomas has been named regional representative for the company with headquarters in Charlotte, N. C.

Proctor Products—Charles F. Smith has been appointed manager of the company's Chicago district with headquarters in the Merchandise Mart, Chicago.

Carrier Corp.—Edward C. Lingenheld, Jr., has been named assistant sales promotion manager for the corporation.

Florence Stove Co.—J. J. Edwards has been appointed midwest divisional manager. Edwards was formerly range manager for the Norge Sales Corporation, Chicago.

Kelvinator Div., American Motors
—W. W. Patterson, former sales
planning manager for electric ranges
has been named southern regional
manager.



FOR TODAY'S HOME RECORDING EQUIPMENT

Soundcraft Hi-Fi 50 and Soundcraft Hi-Fi

are brand new magnetic recording tapes. They're designed for the home recording enthusiast and the equipment he uses . . . designed to meet his needs for either a husky tape that stands up to rough usage with no sacrifice of quality—or for a long play tape with superlative high frequency response.

You can recommend either of these new Soundcraft tapes with confidence that you've recommended the best.

SOUNDCRAFT HI-FI

A standard play tape that offers the amateur recordist high quality reproduction and the stamina to take rough handling. Among its features: Wide frequency response, high signal-to-noise ratio, low distortion, print-through of 50 db or better. Base is 1½ mil acetate.

Available in two sizes-600 ft. on the 5" reel and 1200 ft. on the 7" reel.

SOUNDCRAFT HI-FI 50

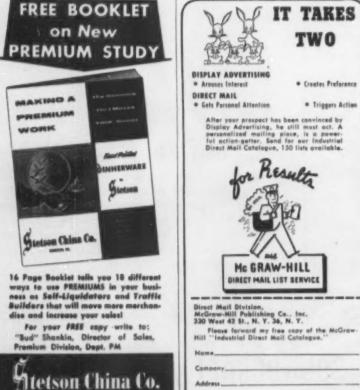
An outstanding combo of long play and recording perfection. Top-quality recording characteristics, PLUS increased high frequency response (due to better compliance of its thinner base). Its 1 mil acetate base gives the user 50% more recording time on the same size reel. Three reel sizes—900 ft. on the 5" reel, 1800 ft. on the 7" reel, 3600 ft. on the 10½" reel.

for the anateur who wants craftsman quality-the choice is Soundcraft

REEVES SOUNDCRAFT CORP.

10 East 52nd Street, New York 22, N. Y.





| | TWO |
|--|---|
| DISPLAY ADVERTISING Arouses Interest | · Creates Preference |
| DIRECT MAIL | |
| Gets Personal Attention | Triggers Action |
| After your prospect he Display Advertising, personalized mailing ful action-getter. Sen Direct Mail Catalogue | he still must act. A place, is a power- id for our industrial |
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DISTRIBUTOR NEWS



LUCKY North Dakotan, dealer James Orcutt of Jim's Radio & TV, Walhalla, N. D., receives key to newly-won Ford "Courier" panel truck during drawing at open house sponsored by Bristol Distributing Co., of Fargo, N. D. Howard Bristol, right, president of the firm makes the presentation.

Direct Mail Scores

... in North Dakota, as Bristol Distributing Co., of Fargo, decides on an open house to celebrate new and larger quarters

Last fall, Bristol Distributing Co., of Fargo, N. D., decided that their pending move to new and larger quarters, then in process of construction, should be celebrated with an appropriate open-house. Stan and Howard Bristol, the owners, decided too, that the planned move should (1) tie-in with a sales effort to move more units, and (2) be used as a tool to merchandise an "odds and ends" inventory collected over the years, rather than to move it to the new location.

To accomplish all this, and in deference to a small promotional budget, most of the effort was done through the medium of direct mail. Starting with a bulletin to dealers headed "Bristol Building Bonanza" and explaining that a feature of the open-house would be the award of a Ford panel truck, the direct mail continued throughout the winter. During this time dealers received one ticket to be placed into the drawing for the truck with each specified amount of merchandise purchased, a period which was ex-tended when building construction was unavoidably halted by weather conditions. At the same time as the general promotional pieces, several inexpensive mailings were circulated listing "short lot" merchan-dise as "bonus" bonanza specials.

The payoff occurred in late April when the opening of the new quarters attracted over 1,200 retail radio and television dealers from areas as much as 400 miles distant. Prize drawings were made from a barrel which contained in excess of 25,000 tickets which competing dealers had earned by their purchases. Best of all, according to the brother's Bristol, the "bonanza" period produced sales curves completely out of proportion with similar months of previous years.

DISTRIBUTOR BRIEFS

- · Commercial Electric Co., Toledo, Ohio, has moved into its newly completed \$500,000 headquarters. The company, area distributor for General Electric, is rated as one of the largest full-line electrical distributors in the nation.
- McCleary-Carpenter Cox Electric Co., Columbus, Ohio, have announced completion of their move to a new 35,000-square-foot warehouse and sales room. The com-pany is distributor for Kelvinator, Fedders and Motorola in the area.
- Deepfreeze Distributing Corporation, Cincinnati, Ohio, has announced the change of name of their appliance division to Cincinnati Appliance Wholesalers. The change is part of the corporation's announced long-range expansion.
- F. B. Connelly Co., Portland, Ore., observed its recent 75th anniversary with an open house for

dealers. The diamond jubilee celebration served also to introduce the 1957 lines of Norge and Sylvania to area dealers.

- Packard-Bell has announced ground breaking for a new \$350,000 service division and distributor headquarters in the Los Angeles The structure, containing 30,000 square feet of space is scheduled for completion in mid-fall.
- Raybro Electric Supplies, Inc., Orlando, Fla., have moved into new quarters from which it will serve nine surrounding counties. Main offices of the firm are located in Tampa.
- · Motorola-Detroit Co.'s name has been changed to Motorola-Michigan, Inc. The company which pre-viously served the eastern half of Michigan only will now cover the entire state. A branch has been opened in Grand Rapids with Jack Potter as branch manager.

PERSONNEL APPOINTMENTS

Cincinnati Appliance Wholesalers, Cincinnati, Ohio-Stan Bernhardt, (vice president in charge of sales).

Emerson Radio of Ohio, Inc., Columbus, Ohio-William A. Wilson, (general manager); Dayton, Ohio-Edward Miller, (sales manager).

Philadelphia Wholesale Distributors, Philadelphia, Pa.-D. D. Weiss, (chairman of the board).

Phileo Distributors, Inc., Chicago, Ill.-Carl Krumrei, (general manager), Walter Eichelberger, (general sales manager).

Raybro Electric Supplies, Inc., Tampa, Fla.-William T. Brown, (supply sales manager); Jack Key, (sales manager, Miami branch).

Raymond Rosen & Co., Philadel-phia, Pa.—Jack Shore, (sales man-ager, radio department).

Sampson Distributing Co., Inc., Richmond, Va.—David W. Lerch, (vice president).

Distributors Appointed

Admiral Corp.-United Distributors, Inc., New Orleans, La.

American Kitchens Div., Avco Mfg. Corp.—Frankelite Co., Cleveland, Ohio; Modern Distributing Co., Cincinnati, Ohio; Gas and Electrical Equipment Co., Oklahoma City, Okla.; Carter-Johnson, Inc., Portland, Ore

Du Mont, Allen B.-Republic Distributing Co., Grand Rapids, Mich.; Wall Distributing Co., Fort

Wayne, Ind. Eureka Williams Corp.-Capitol

Wholesalers, Indianapolis, Ind.; Richards Electric Supply Co., Cincinnati, Ohio; Moore Bros. Dis-Company, tributing Houston,

Fedders-Quigan-McCleery-Carpenter Electric Co., Columbus, Ohio.
Gibson Refrigerator Co.—Radio
Specialties Corp., New Orleans, La.
Hoffman Electronics Corp.—Intrasouth Distributing Co., Shreveport, La.

Manitowoc Equipment Works-Wade Distributing Co., Riviera Beach, Fla.

Motorola—Tri-State Appliance Distributors, Inc., Erie, Pa.
Norge—Washington Wholesalers, Inc., Washington, D. C.; Electra Merchandising Distributors, Inc., Albany, N. Y.; Tel-Electric Dis-tributors, Inc., Spokane, Wash. Ray Distributing Co., Savannah,

Olympic Radio and Television-Appliance, Inc., Atlanta, Ga.; Alabama Appliances Co., Inc., Bir-mingham, Ala.; Big Boy Auto Parts Company, Inc., Sunbury, Pennsylvania.

Republic Steel Kitchens-Electrical & Mechanical Supply Co., Inc., Albuquerque, N. M.; Kitchen Supply Distributors, Green Bay, Wisc.; I.M.O. Distributors, Inc., Fort Wayne, Ind.

Sentinel-American Electric Co., St. Joseph, Mo.; Baird Hardware Company, Inc., Gainesville, Fla.; Beck & Gregg Hardware Co., Atlanta, Ga.; Burghardt Radio Supply Co., Watertown, S. D.; R. D. Butz Co., Allentown, Pa.; Iowa Radio Corp., Des Moines, Ia.; Joachim Radio Supply, Inc., Scottsbluff, Nebr.; James J. Kerwin Co., Los Angeles, Cal.; Lifsey Distributing Co., Flint, Mich.; Pace-Radio-TV Supply, Shreveport, La.; Rowton TV-Sound Distributors, Paducah, Ky.; Sasco United Television Co., Springfield, Ill.; R. D. Schwab Co., San Francisco, Cal.; The Stark Radio Supply Co., Minneapolis, Minn.; Teche Distributors, Inc., St. Martinville, La.; Union Supply Company, Inc., Burlington, Ia.; United Electronic Wholesale Co., Twin Falls, Idaho; W. W. Electric, Springfield, O.; National Sales Co., Rochester, N. Y.; Fitzpatrick Electric Supply, Muskegon, Mich.; Elias Distributors, Inc., Pittsburgh, Pa.; Lappin Electric Co., Milwau-kee, Wisc.; Vaeth Electric, Utica, Y.; Miller-Jackson Co., Inc., Oklahoma City, Okla.; Republic Electric Co., Inc., South Bend, Ind.; Seattle Radio Supply, Inc., Seattle, Wash.

Servel-Femco Corp., Fort Wayne, Ind.; Mid West Sales & Service, Inc., South Bend, Ind.

Westinghouse Electric Corp.—Dobkin Electrical Supply Co., Chicago,

Whirlpool-Seeger Corp. - R.T.A. Distributors, Inc., Albany, N. Y.; RCA Victor Distributing Corp., Kansas City, Kans.

Youngstown Kitchens - Goodman Electric Supply Co., Norfolk, Va.



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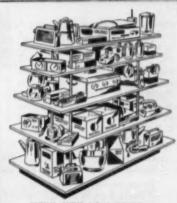
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Manpower Needed

The fast-growing air conditioning industry would be making even greater strides if it were not for a lack of trained manpower, according to M. M. Lawler, president of the Air Conditioning and Refrigeration Institute.

"Large segments of the public with the desire for air conditioning, and the dollars to pay for it, do not have air conditioning in their homes. Why? Because we did not have the salesmen to call, or the engineers to lay it out, or the installation men to put it in, or we couldn't get the equipment from the factory soon enough,

Lawler said in an article prepared

for Koldfax, monthly publication for members of the institute. This mass-appeal industry thus joins other research, engineering, and production groups in reflecting the trained-manpower scarcity, but Lawler suggests that the industry vigorously woo personnel into air conditioning and away from other industries in the "annual battle for the graduate crop."

This could be accomplished, he recommends, through an industrywide program designed to alert young men to the "golden opportunity that exists in our industry for salesmen, engineers, and installation men, and that will exist for years to come.

The Cool Facts

Home owners' attitudes toward central residential air conditioning are being studied by the Du Pont Co. in the second of its annual series of market research surveys for

the air conditioning industry. Personal interviews with 1900 householders are being made in a nationwide "probability sample" of home owners in 27 metropolitan areas. The survey is designed to uncover not only factors of satisfaction or dissatisfaction by those whose homes are centrally cooled, but also purchase plans of those whose homes are not now mechanically cooled.

IBEW Endorses Week

The International Brotherhood of Electrical Workers has endorsed National Electrical Week as "an outstanding program for the industry" and has become a contributing sponsor to the 1957 observance, according to Merrill E. Skinner, chairman of the National Electrical Week Committee.

The IBEW, representing more than 650,000 members in all

NATIONAL COVERAGE

branches of electrical work, is the ninth major group in the electrical industry to give full support to the week which is scheduled for Feb.

LETTERS TO THE EDITOR

To the Editor:

With reference to Mr. Blackburn's column in the July issue, his statement "when some new bureau will pin down the facts about advertising rates" simply points up the advantages of the service our publication has been rendering national manufacturers in planning and policing their cooperative advertising.

With the Federal Trade Commission's work on enforcing the conditions of the Robinson-Patman Act, the attitude of many manufacturers and distributors to allow misuse of co-op ad funds is simply adding violation to wasted ad dollars.

Further details, together with some theoretical questions answered by Mr. Barnet Watson, Attorney, FTC, are contained in the "Sales Management" and "Re-tailing Daily" reprints attached. Basic Retail Rate Index is the

only independent source of local newspaper rates, and as such, supplies rates to subscribers throughout the country, and in many diversified fields. In fact, among our subscribers we have representative manufacturers of radios and TV, recorders, fans and air conditioners, kitchen appliances, refrigerators and freezers, vacuum cleaners, motors, and virtually every other field of electrical merchandising whose advertising is placed through cooperative agreements.

Since planning avoids quite a few of the pitfalls and embarrassments of policing cooperative advertising, our publication has been able to serve for both functions, and is considered by many as a "must" for every manufacturer who uses cooperative advertising to get his sales message to the consumer. A few quotations from unsolicited letters of subscribers are attached to a previous mailing piece, together with a "Retailing Daily" reprint that further indicates the relationship between our service and the considerations of the Federal Trade Commission's rulings.

Our new two-volume edition is just being distributed to our subscribers, and it will be a pleasure to forward a copy to you if you would like to see it.

Believing our service to be a valuable and useful tool to aid the cooperative advertiser, we would appreciate appropriate mention in your publication. If there is any additional information we may supply, it will be our pleasure.

Sincerely, Geo. Fred. Millard, President Basic Retail Rate Index, Inc. P. O. Box 388 Severna Park, Maryland

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SUPPLEMENT

Products, Services — For More Sales, For More Profits

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TRUCKS

For safe and easy han-dling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Planos, Television sets, Venders, etc. Experience in manufacturing equip-ment for heavy case moving since 1901.

SELF-LIFTING PIANO TRUCK CO.



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The advertising rate is \$20.75 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request. An advertising lack is measure vertically on a column—3 column—3 column—3 column—5 to a page.

\$2.10 per line, minimum 3 lines. To fluore advance payment count 5 average words as a line.

Position Wanted ads are 1/2 of above

Send NEW ADS and inquiries to Classified Advertising Division of ELECTRICAL MERCHANDISING,
P. O. Box 12, N. Y. 36, N. Y.
Nev. issue closes Oct. 15.

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Sales representative with ten years experience calling on wholesalers and utilities in the states of Minnesota, North and South Dakota. Iowa and Nebraska would like to get quality product lines. RA 2961, Elec. Merchandising.

Personnel Managers—Need experienced Engineers and Technicians? We offer a booklet especially prepared to help you solve this problem. Write for "free" copy of "Reservoir of Engineers and Technical Men." Classified Adv.—Electrical Mersondulers

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The Service Problem



LAURENCE WRAY

THE lead article in this issue, "Something Has Got to be Done About Service", should be required reading for all responsible elements of the appliance-radio-television industries. There is no escaping the fact that the service problem is rapidly becoming the number one headache—not only to manufacturers, distributors, dealers and utility companies—but to the millions of consumers who buy our products. And this consumer dissatisfaction with poor service inevitably reflects back on the manufacturer's brand name and on future sales potentials.

The household of today is dependent to an extraordinary degree on the efficient functioning of a score or more automatic devices, from the oilburner in the basement to the toaster on the breakfast table. We have taught the housewife to wash, dry and iron her clothes electrically; to heat her water and cook her meals electrically; to preserve and freeze her food electrically and to be entertained, through radio and television, electrically. We've done a swell job of persuading millions of customers to buy and use hundreds of millions of our products. In the post-war era alone, the variety of those products providing wholly new services has risen sharply and the sales volume annually has increased nearly six-fold. Yet the facilities and manpower necessary to keep these millions of products in working condition remain-with the exception of television-at pre-war standards.

TT is not a simple matter to assess the blame for this condition. Manufacturers have struggled with it and, in a notable number of recent instances, seem to feel that only by assuming the servicing function themselves, through the operation of central servicing agencies, can the problem be solved. Their doing so has naturally aroused the antagonism of dealers who have investments in their own service operations and who rely on service both for the contribution it makes to net profit and the sales leads that service may supply. The rise of the discount house which generally assumes no service responsibility has further complicated the situation. Likewise contract builders installing appliances in new homes take no responsibility for service. Many dealers, pressed to cut their operating costs to become competitive in today's market conditions, have dropped the service function. Utilities are concerned about the situation because a non-operating device turns no meters and because an increasing number

of customers seem to expect them to do something about repair work.

But the housewife whose washer won't wash, whose dryer won't dry, whose freezer won't freeze, or whose range won't cook, simply does not understand or care to understand the industry's problem. Her new devices have replaced household help; she bought them in good faith, expects them to function properly and is rightfully resentful when they break down. And when they do break down she wants them fixed as of now-not two months from now; she doesn't want to pay exorbitant service fees and she wants the service to be good. Well, you can't blame her. When the family car is in need of repair it is generally fixed in quick time at fairly standard rates. Who ever heard of an automobile dealer without a service department? The consumer is hardly blameless, of course. If half the housewives took the trouble to read the operating instructions on her new automatic washer, unnecessary and costly service calls would be cut drastically. Maybe more education is needed here.

But the industry has its problems, too. There is a critical shortage of manpower; there are insufficient training facilities; there is the lack of prestige that service work holds for young men; there are rapid changes in models which may be in the field long before any service literature is made available; there is a lack of standardization of parts and there is a lack of industry cooperation such as exists in important programs like "Housepower" in adequate wiring and "Live Better Electrically" in promoting appliance use.

PERHAPS the time has come when coordinating committees of the National Electrical Manufacturers Association, the Edison Electric Institute. the National Appliance-Radio-TV Dealers Association, the Radio-Electronics-Television Manufacturers Association and other interested groups, got together on a program which would do for service what "Live Better Electrically" is doing for promotion. Certainly some education is needed at the consumer level to acquaint people with the industry's problems in servicing millions of appliances annually. And a campaign to recruit potential servicemen might go far in easing the manpower shortage. These things need the collective thinking of interested industry groups, because the service problem is not a static one-it is multiplying every year at a staggering rate.



"SAFETY IS A BIG SELLING POINT. We show how standard Lovell wringers release pressure with a slight push on the release bar. On deluxe models, the fact that safety is based on normal responses to danger convinces women that Lovell wringers are foolproof. On the Instinctive 62, a light pull releases pressure, stops rolls on the 77."



"PRESSURE IS BALANCED ALL THE WAY ACROSS. Lovell wringers have rolls of unique construction. With a Lovell wringer you can pass a piece of yarn through with a pencil right beside it. Both will be held tight—squeezed—in the wringer rolls. What better demonstration could you ask for that wringer washers squeeze all the clothes—get all the dirt out?"

"Our customers prefer wringer washers"

... says Marvin E. Hemke, Manager, Taylor Bros., Inc. Brookville, Ind.

In the rural area where we operate, water is always a problem. I guess it is in many parts of the country. And water is one of the reasons our trade goes for wringer washers. Wringer washers are more economical with water. And they do a better job, too. We often have people come to buy an automatic washer and sell them a wringer type. We made a good showing in wringer washer sales last year, and this year's

sales so far are just about equal. Newspaper advertising helps bring the customers in. Once they're in, we know how to let the wringer washer speak for itself. Demonstrations like the pencil and yarn, see photo above right, show immediately how you can depend on a Lovell wringer to get all the dirt out. That's important, too, in a rural area where clothes can get really dirty."





"WINDOW DISPLAYS stop the passing trade and show that wringer washers are here to stay. By keeping several models of wringer washers in prominent display, we serve notice that it's a major item in our business. One we're proud of—one the customer will be proud to own."



"THE PERFECT PAIR is a Lovell wringer washer and an automatic dryer with a Lovell Drying System. You can't depend on the sun to be out every washday; and who wants to be bothered with clothes hanging in the cellar to dry?"



PRESSURE CLEANSING WRINGER

Also makers of gas and electric drying systems LOVELL MANUFACTURING COMPANY, ERIE, PA.

New 1957

KELVINATOR **ELECTRIC DRYERS**

PER-FAST



DRIES CLOTHES FAST AS YOU CAN WASH THEM! AND

TRIPLE SAFE

The Only Dryer With All 3 Safety Features! SAFE TEMPERATURE

SAFE CYLINDER SAFETY DOOR







More Real Features That Demonstrate and Sell! Here are real hard selling features that a customer can see, can touch, can understand. And the five new 1957 matching Kelvinator dryers give the Kelvinator dealer beautiful matching laundry pairs in a complete price spread that assures the Kelvinator dealer the utmost volume opportunity, under every market condition.

Yes for 1957 Kelvinator automatic dryers that are Super-Fast and Triple-Safe, and Kelvinator automatic washers with the "Magic Minute" gives Kelvinator dealers an unbeatable combination with more of the features sales are made of.



HANDSOME. EASY-TO-USE CONTROLS

These completely automatic controls can be set to any drying time required from 5 to 120 minutes. Can be stopped, reset in either direction. Operates on either 110 AC or 220 AC.



PUSH-BUTTON FLUFF DRYING

Push the button and the dryer automatically gives fluffy drying without heat.

ECONOMIZER LIGHT

Light glows when clothes are drying by retained heat. Proves Kelvinator drying economy. Model DEG-9.